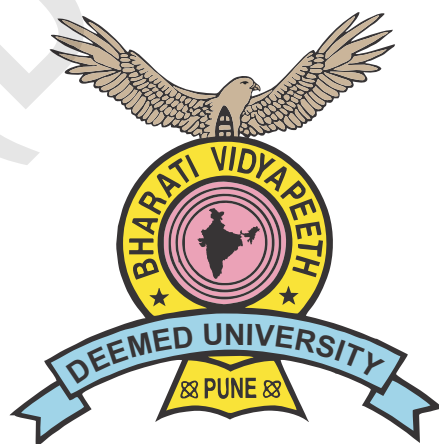


# **BACHELOR IN BUSINESS ADMINISTRATION**

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**IN CENTRE FOR DISTANCE & ONLINE EDUCATION**

**MODE OF LEARNING - ONLINE EDUCATION**



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## **PROGRAMME GUIDE**

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**BHARATI VIDYAPEETH (DEEMED TO BE UNIVERSITY), CENTRE FOR DISTANCE & ONLINE EDUCATION**

**5th floor, Bharati Vidyapeeth Bhavan, L.B.S. Marg, Pune-411030.**

**Website : [bharatividyaapeethdistance.com](http://bharatividyaapeethdistance.com)**

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# **BACHELOR OF BUSINESS ADMINISTRATION IN ONLINE EDUCATION**

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Bharati Vidyapeeth (Deemed to be University) Centre for Distance and Online Education (BVDU CDOE) is a distinguished institution committed to providing quality education through distance and online modes. Established and recognized under Section 3 of the UGC Act, 1956, BVDU CDOE offers a variety of programs whose Degrees, Diplomas, and Certificates are acknowledged by all members of the Association of Indian Universities (AIU). These qualifications are considered equivalent to those awarded by traditional Indian Universities, Deemed Universities, and Institutions. This recognition is in accordance with UGC Circular No. F. 6-2(3)/2005 (DEB-III) dated September 27, 2016, which underscores the equivalence and validity of qualifications earned through distance and online education

The University reserves the right to change the rules and procedures described in this Programme Guide. However, learners will be informed about any change through the BV(DU) CODE Website.

### Design, Development and Coordination

CDOE Faculty



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### PRINT PRODUCTION

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**BHARATI VIDYAPEETH (DEEMED TO BE UNIVERSITY)**  
**CENTRE FOR DISTANCE & ONLINE EDUCATION, PUNE (INDIA)**

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**DISTANCE EDUCATION BUREAU**

F.No. 13-14/2023 (DEB 11)

08th February, 2024

**List of Category-I HEIs entitled to offer Open and Distance Learning (ODL) programmes for academic year 2023-24. academic session beginning February, 2024.**

- I. UGC in its 563rd Commission meeting held on 22nd November 2022 decided that Category-I HEIs (notified by UGC as per UGC (Categorization of Universities (only) for Grant of Graded Autonomy) Regulations, 2018 and its amendments) willing to offer programmes under Open and Distance Learning (ODL) mode from Jan-Feb 2023 academic session shall submit information to UGC. HEI is also required to submit an affidavit for ensuring compliance to all the provisions of the University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 and its amendments.
- II. Based on the above Commission decision, all Category-I HEIs willing to offer Open and Distance Learning programmes for academic year 2023-24 academic session beginning February, 2024, submitted the information along with prescribed fees, affidavit and supporting documents to the UGC. The information collected from the HEIs was only to ascertain conformity to the following provisions:
  1. Verification of Category-I Higher Educational Institutions (HEIs) entitlement as notified by UGC.
  2. Permissibility of proposed programmes to be offered under ODL mode.
  3. Adherence to UGC Notification of Specification of Degrees, 2014 and its amendments.
  4. Prior approval of Regulatory Authority, wherever applicable.
- III. The name of Category-I HEIs, along with the programmes found in compliance to University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 and its amendments for offering Open and Distance Learning programmes for academic year 2023-24 academic session February, 2024 and onwards is enclosed herewith.
- VI. The HEIs are entitled to offer the ODL programmes for the period, till they are Category-I HEIs as per the relevant UGC notifications/regulations and if not, **they shall discontinue the programmes and inform the same to UGC.** The learners already enrolled in the currently entitled programmes shall be allowed to complete the programmes in the manner laid down as per the University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 and its amendments.
- V. **Programmes under the purview of other regulatory authorities have been considered on the basis of NOC/ approval/recommendation received from the respective regulatory authority. The HEI shall strictly abide by the conditions such as the number of seats, valid academic year, etc. mentioned in the relevant regulatory authority letter.**

- VI. Higher Education Institution shall write 'UGC entitled as per University Grants Commission (Categorization of Universities (only) for Grant of Graded Autonomy) Regulations, 2018 and its amendment(s)' instead of 'UGC recognised' at all places.
- VII. The Higher Educational Institution shall scrupulously abide by all the terms and conditions as stipulated under Parts III, IV and V of the University Grants Commission (Open and Distance Learning Programmes and Online Programmes)-Regulations, 2020 and its amendments (including any amendments thereto) and shall take steps as stipulated under Annexure-I to VIII & Annexure-X of the said regulations.
- VIII. The Higher Educational Institution shall scrupulously abide by all the terms and conditions a' stipulated under Parts III, IV and V of the University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 (including any amendments thereto) and shall take steps as stipulated under Annexure-I to VIII & Annexure-X of the said Regulations.

UGC decision on last date of admission for offering ODL and Online programmes for academic session beginning February, 2024 academic session and the last date to upload the student admission details on UGC-DEB web portal is as under:

- **Last Date for Admission: 31st March, 2024.**
- **Last Date for Submission of Student Data on the Portal: 15th April, 2024.**

The Higher Educational Institutions have submitted an affidavit to the effect that in case any information, documentary evidence submitted/produced by the Higher Educational Institution is found to be false or wrong at a later stage or in case there is any violation of University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 and its amendments by the HEI, the Higher Educational Institution shall be solely liable and responsible for any such contravention/violation and for any consequences thereof (including career consequences of Learner). In such events, the HEI may also be subject to the consequences stipulated under Regulation 7 of University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 (including any amendments thereto).

**(Prof. Manish R. Joshi)**  
Secretary

**ACADEMIC YEAR 2023-24, SESSION BEGINNING FEBRUARY,**

- |                                        |
|----------------------------------------|
| 1) BACHELOR OF BUSINESS ADMINISTRATION |
|----------------------------------------|
- 2) BACHELOR OF COMPUTER APPLICATIONS
- 3) MASTER OF BUSINESS ADMINISTRATION
- 4) MASTER OF COMPUTER APPLICATIONS

\*\*\*

**Dear Learner,**

We welcome you to the **Bharati Vidyapeeth (Deemed to be University) Centre for Distance & Online Education (CDOE)**. Let us first compliment you for joining the **Master of Business Administration (MBA) online programme**, a unique professional training programme designed to equip you with the skills and knowledge necessary to excel in the dynamic business environment. You are now a proud student of **BV(DU)**, which has established itself as a pioneer in the field of open and distance learning.

This programme has been developed and maintained by the **Centre for Distance & Online Education (CDOE)**, a Centre of Excellence in Distance Education, and is engaged in staff development, programme evaluation, and research in Open and Distance Education. It is also a capacity-building/capacity-sharing institution in the spheres of open and distance education.

The MBA online programme offers a flexible learning schedule that allows you to balance your professional commitments and personal life while pursuing your academic goals. Our curriculum is designed to provide a comprehensive understanding of business management principles, including finance, marketing, human resources, operations, and strategic management. You will have access to a range of online resources, including lectures, study materials, and interactive sessions with faculty members.

To support your learning journey, we offer a robust student support system. This includes academic counseling, virtual workshops, webinars, and forums where you can interact with peers and faculty. Our dedicated faculty and administrative staff are committed to helping you achieve academic excellence and are available to assist you with any challenges you may encounter.

We are sure you will make all sincere efforts to successfully complete this programme. The first step towards this direction is to carefully read this **'Programme Guide'**. You might have many questions about the programme in your mind. We have tried to present this programme guide in a manner that would answer your questions. After having read this, if you still have any questions unresolved, please do not hesitate to contact CDOE faculty or the appropriate university officials as detailed inside.

We wish you all the best in your endeavor for the successful completion of this programme.

**Bharati Vidyapeeth (Deemed to be University)**  
**Centre for Distance & Online Education, Pune (India)**



Prof. Dr. Shivajirao Kadam  
M.Sc., Ph.D.  
Chancellor

Prof. Dr. M. M. Salunkhe  
M.Sc., Ph.D., F.R.S.C.  
Vice Chancellor

# Bharati Vidyapeeth (Deemed to be University) Pune, India.

Founder Chancellor : Dr. Patangrao Kadam

★ Accredited with 'A+' Grade (2017) by NAAC ★  
★ Category-I University Status by UGC ★  
★ NIRF Ranking - 66 ★

"Social Transformation Through Dynamic Education"



Dr. Vishwajeet Kadam  
B.Tech., M.B.A., Ph.D.  
Pro Vice Chancellor  
G. Jayakumar  
M.Com., Dip. Pub. Admn.  
Registrar

## NOTIFICATION NO. 670

It is hereby notified for the information of all concerned that the Academic Council, at its 58<sup>th</sup> meeting held on 26-3-2019 considered and resolved to start the 'School of Online Education'.

It was further approved to appoint a Director and necessary staff members for this School.

It was also resolved to offer **BBA** and MBA programmes through online mode under the Faculty of Management Studies.

The Council had approved the course structure, syllabi and other rules applicable for the **BBA** and MBA programmes to be offered through online mode from the academic year 2019-20 and onwards.

Further, it was resolved to recommend to the Board of Management to institute the degree of **BBA (online)** and MBA (online).

All concern may please note.

Ref. No. BVDU/2018-19/5926  
Date : April 11, 2019

G. Jayakumar  
Registrar

To,

1. The Dean, Faculty of Management Studies, IMED, Pune 38
2. The Director, School of Online Education, BVDU
3. The Director, School of Distance Education, BVDU
4. The Principals /Directors of all Constituent Units of BVDU
5. The Controller of Examinations, BVDU, Pune
6. The Eligibility Section, BVDU, Pune
7. The Accounts Section, BVDU, Pune
8. The IT Cell for uploading in the Website.

NotificationAC26-3-2019(58-4.1)

|                                                                                          |            |
|------------------------------------------------------------------------------------------|------------|
| Bharati Vidyapeeth<br>(Deemed to be University)<br>School of Distance Education, Pune-30 |            |
| Inward No. ....                                                                          | 221        |
| Date: 19/4/19                                                                            | Time: 2:08 |

Tv, PR  
19/04/19

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**BHARATI VIDYAPEETH (DEEMED TO BE UNIVERSITY), PUNE**  
**Faculty of Management Studies**

**Bachelor of Business Administration (Honors)**  
**Four Years Revised Course Structure (To be effective from 2023-2024)**

**I. BBA (Honors) Four Year Degree Program:**

The Bachelor of Business Administration (Honors) Program is four-year degree Program offered by Bharati Vidyapeeth (Deemed to be University), Pune and conducted at its Constituent Units in Pune, New Delhi, Navi Mumbai, Karad, Kolhapur, Sangli, and Solapur. All the Constituent units have excellent faculty, Laboratories, Library, and other facilities to provide proper learning environment. The University is accredited by NAAC with an A<sup>+</sup> grade. The Bachelor of Business Administration (BBA) total 160 credits is designed to provide a strong practical understanding of the principles, theories and tools necessary to succeed in businesses. The BBA Program focuses on imparting to Students/Learners the ability to demonstrate leadership, understand human relationships, and problem-solving abilities essential for success in any business endeavor. While designing the BBA Program, the above facts are considered and the requirements for higher studies and immediate employment are visualized. This effort is reflected in the Vision and Mission statements of the BBA Program of course, the statements also embody the spirit of the vision of Hon'ble Dr. Patangraoji Kadam, Founder-Chancellor Bharati Vidyapeeth (Deemed to be University), Pune which is to usher in — “Social Transformation Through Dynamic Education.”

**II. Vision Statement**

➤ To prepare the Students/Learners to cope with the rigor of Graduate Programs in India and Abroad as well as to prepare them for managing Businesses globally and as Entrepreneurs who will also be sensitive to societal concerns.

**III. Mission**

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

**IV. Learning Outcome Based Curriculum Framework - Bachelor of Business Administration (Honors) Four Year Degree Program:**

**1. Program Educational Objectives (PEOs):**

- i) To impart knowledge about management concepts, theories, models, key business terms etc.
- ii) To develop decision making capabilities of the students /learners
- iii) To impart knowledge of information technology
- iv) To enable the students in identifying the business problems and provide solutions to it.
- v) To encourage the students to opt for Entrepreneurship as a career option
- vi) To enable the students in collecting, organizing and analyzing the information related to business
- vii) To develop managerial insights through Indian Ethos and values
- viii) To sensitize the students about environmental issues and sustainable consumption

## 2. Program Outcomes (POs):

On the successful completion of this program the students will be able to

- i) Remember management concepts, theories, models and key business terms.
- ii) Understand management principles and practices in the organizational context, to achieve organizational goals.
- iii) Apply optimum solutions to problems in the field of Business Management.
- iv) Use sustainable and ethical business practices in the Contemporary business scenario.
- v) Analyze the need for and engage in lifelong learning in the field of business management.
- vi) Evaluate entrepreneurial opportunities and leverage the knowledge in starting and managing a business enterprise.

## 3. Graduate Attributes (GAs):

Bharati Vidyapeeth (Deemed to be University) envisions its graduates to acquire these attributes during their educational experience:

| GA Code | Attribute Description                                                                                                                                   |
|---------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| GA 01   | Competence (strong foundational knowledge, skills and attitudes) in providing professional service in national and global settings.                     |
| GA 02   | Ability to make decisions based upon critical thinking and reasoning.                                                                                   |
| GA 03   | Readiness to respond to the needs of individuals, organizations and society and contribute to nation building as a responsible citizen.                 |
| GA 04   | Serves and does research within ethical, professional and legal framework.                                                                              |
| GA 05   | Readiness to lead and be led to provide service as a professional, as a researcher, as a manager, as an educator, and as an advocate of best practices. |
| GA 06   | Technology user in professional, educational and research work.                                                                                         |
| GA 07   | Sensitivity and commitment to environmental conservation and sustainability in the professional and personal spheres.                                   |
| GA 08   | Values the diversity of Indian culture, ethos and knowledge                                                                                             |
| GA 09   | Self-Directed and lifelong learner for continuous professional and personal development.                                                                |
| GA 10   | Effective Communicator                                                                                                                                  |
| GA 11   | Embraces change with a resilient mindset.                                                                                                               |

## V. Qualification Descriptors

Upon successful completion of the four year UG course, the Students/Learners receive a B.B.A (Honors) degree are expected to branch out into different paths seeking spheres of knowledge and domains of professional work that they find fulfilling. They will be able to demonstrate knowledge of major management functions and the ability to provide an overview of scholarly debates relating to Business Management. It is expected that besides the skills specific to the discipline, these wider life skills of argumentation and communication, attitudes and temperaments, and general values inherent in a disciplinethat studies human beings in their social context, in all its complexity, ultimately enable learners to live rich, productive and meaningful lives.

A degree holder in of Bachelor of Business Administration (Honors) shall work in public and private sector organizations. The career option possible in the field of Business Administration is very high. The Students/Learners will be able to pursue higher education at the Master's Degree or any higher qualification in India or abroad. Not only this, but one will also be able to start his/her own business. The Bachelor of Business Administration (Honors) career option is very attractive and fast – paced.

The job opportunities as a Bachelor of Business Administration (Honors) are increased due to the rapid growth of entrepreneurship skills. The Students/Learners will be able to apply in the following places Information Systems Manager, Production Manager, Finance Manager, Human Resource Manager, Business Administration Researcher, Management Accountant, Business Consultant, Marketing Manager, Research and Development Manager.

#### **VI. Duration of Program, Credit Requirements and Options:**

The duration of BBA Three Year Degree Program having six semesters and BBA (Honors) Degree Program will be of four years spread across eight Semesters with multiple entry and exit options. Student should complete the 4 years degree programme within 7 years.

##### **a) Following EXIT options are available with the students**

| Exit Options                                                                                 | Minimum Credits Requirements | NSQF Level | Bridge Course Requirement for Exit                                                                                                                                                         |
|----------------------------------------------------------------------------------------------|------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Certificate in Business Administration</b><br>– After successful completion of first year | 40                           | 5          | 10 credits bridge course(s) lasting two Months including at least 06 credits job specific Internship that would help the learner to Acquire job ready competencies to enter the workforce. |
| <b>Diploma in Business Administration</b> – After successful completion of second year       | 80                           | 6          |                                                                                                                                                                                            |
| <b>Bachelor's Degree</b> – After successful completion of Third year                         | 120                          | 7          |                                                                                                                                                                                            |
| <b>Bachelor's Degree with Honors</b> – After successful completion of fourth year            | 160                          | 8          |                                                                                                                                                                                            |

**Note :** Student is free to complete some interdisciplinary courses from other institutes provided he/she should earn 50% required credits from home HEI.

Student should complete the core disciplinary courses from home University (HEI) to get exit option for UG certificate/ UG diploma/ Bachelor Degree.

##### **b) Following Entry options are available with the students**

- Students who opt Exit option at the end of 1<sup>st</sup> / 2<sup>nd</sup> / 3<sup>rd</sup> year, can re-enter the same programme within three years from Exit.
- Student with bachelor's degree can opt for bachelor's degree with Honors
- Student with bachelor's degree can opt for Bachelor degree with Honors (Research) if the student secure CGPA  $\geq 9.25$

**National Skills Qualifications Framework (NSQF) Levels:**

| Exit Option                      | NSQF Level | Professional Knowledge                                                                                                | Skill                                                                                                                                                                               |
|----------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>At the end of first year</b>  | <b>5</b>   | Knowledge of facts, principles, processes, concepts in a field of work or study                                       | Desired mathematical skills, understanding of social, political environment, and some skill in collecting and organizing information, communication                                 |
| <b>At the end of Second year</b> | <b>6</b>   | Factual and theoretical knowledge in the broad context within a field of work or study                                | Reasonably good in mathematical calculations, understanding social and political environment, good skill in collecting and organizing information , logical communication           |
| <b>At the end of Third year</b>  | <b>7</b>   | Wide ranging factual and theoretical knowledge in the broad context within a field of work or study                   | Good logical and mathematical skill, understanding social, political and natural environment, good in collecting and organizing information , communication and presentation skills |
| <b>At the end of Fourth year</b> | <b>8</b>   | Comprehensive, cognitive theoretical knowledge and practical skills to develop creative solutions to abstract problem | Exercise management and supervision in the context of work /study in unpredictable changes, responsible for the development of self and others                                      |

**VII. ACADEMIC BANK OF CREDITS (ABC):**

As per the National Educational Policy (NEP) 2020, the Academic Bank of Credit offer the flexibility of curriculum framework and interdisciplinary /multidisciplinary academic mobility of students across Higher Educational Institutes (HEIs) with appropriate credit transfer mechanism. In furtherance to these guidelines the Faculty of Management Studies, Bharati Vidyapeeth (Deemed to be University) Pune has designed a four years undergraduate program offered at its constituent units.

As a pre-requisite a student's /learners should register themselves in the website of Academic Bank of Credit. The credits earned by the student /learner will be stored in it. A Student/Learner would be required to complete the course as per the ABC (Academic Bank Credit) policy of UGC. The validity of the credits earned for a course is seven years only.

### Four quadrant Approach

The course shall be conducted according to the 4-quadrant approach as per UGC (Credit framework for online learning courses) Regulation, 2016; which shall include –

- (a) **Quadrant-I** : is e-Tutorial; which shall contain: Video and Audio Content in an organized form, Animation, Simulations, video demonstrations, Virtual Labs, etc, along with the transcription of the video.
- (b) **Quadrant-II** : is e-Content; which shall contain; self-instructional material (digital Self Learning Material), e-Books, illustrations, case studies, presentations etc, and also contain Web Resources such as further references, Related Links, Open source Content on Internet, Video, Case Studies, books including e-books, research papers and journals, Anecdotal information, Historical development of the subject, Articles, etc.
- (c) **Quadrant-III** : is the Discussion forum for raising doubts and clarifying the same on real time basis by the Course Coordinator or his team.
- (d) **Quadrant-IV** : is Assessment, which shall contain; Problems and Solutions, which could be in the form of Multiple Choice Questions, Fill in the blanks, Matching Questions, Short Answer Questions, Long Answer Questions, Quizzes, Assignments and solutions, Discussion forum topics and setting up the FAQs, Clarifications on general misconceptions.

### VIII. Eligibility Requirements

- Students/Learners applying for BBA (Honors) Four year Program should have passed higher secondary or equivalent examination (10 + 2) of any recognized Board satisfying the following conditions:

### IX. Grading System for Programs under Faculty of Management Studies

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

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

| Range of Percent Marks | [80, 100] | [70, 79] | [60, 69] | [55, 59] | [50, 54] | [40, 49] | [00, 39] |
|------------------------|-----------|----------|----------|----------|----------|----------|----------|
| Grade Point            | 10.0      | 9.0      | 8.0      | 7.0      | 6.0      | 5.0      | 0.0      |
| Grade                  | O         | A+       | A        | B+       | B        | C        | D        |

**Formula to calculate GP is as under:**

Set  $x = \text{Max}/10$  where Max is the maximum marks assigned for the examination (i.e. 100) Formula to calculate the individual evaluation

| Range of Marks                  | Formula for the Grade Point |
|---------------------------------|-----------------------------|
| $8x \leq \text{Marks} \leq 10x$ | 10                          |
| $5.5x \leq \text{Marks} < 8x$   | Truncate (M/x) +2           |
| $4x \leq \text{Marks} < 5.5x$   | Truncate (M/x) +1           |

➤ **Scheme of Examination:** For BBA Three Year / BBA (Honors), Courses having Internal Examinations (IA) and University Examinations (UE) shall be evaluated by the respective constituent units and the University at the term end for **30 (Thirty)** and **70 (Seventy)** Marks respectively. The total marks of IE and UE shall be 100 Marks and it will be converted to grade points and grades. For Comprehensive Continuous Assessment (CCA) –

**The subject teacher may use the following assessment tools:**

- a) *Class Tests*
- b) *Presentations*
- c) *Assignments*
- d) *Case studies*
- e) *Field Assignments and*
- f) *Mini Projects*

#### **MOOCs Policy:**

As per the guidelines provided by UGC each student have to complete **TWO** MOOCs (Massive Open Online Courses) as add on Course which provides wide access to the online learning. The student of regular/online /distance programme should complete MOOCs prescribed by the institute in semester III, Sem IV, and / or Sem V. Each MOOC will be evaluated for **TWO** credits. The MOOC course fees should be borne by the respective student. On successful completion of MOOCs course, the student should produce the completion certificate to the institute on the basis of which additional Credits will be given to the students.

- Following are the sources from where students can undertake MOOCs

1. iimb.ac.in
2. swayam.gov.in
3. alison.com
4. edx.org
5. Coursera
6. harvardx.harvard.edu
7. udemy.com
8. futurelearn.com
9. Indira Gandhi National Open University (IGNOU)
10. National Council of Educational Research and Training (NCERT)
11. National Institute of Open Schooling (NIOS)
12. National Programme on Technology Enhanced Learning (NPTEL)
13. Any other sources offering online courses suggested by institute.

**X. Standard of Passing**

For all courses, both IE and UE constitute separate Heads of Passing (HoP). In order to pass in such courses and to earn the assigned credits, the Students/Learners must obtain a minimum grade point of 5.0 (40% marks) at UE and also a minimum grade point of 5.0 (40% marks) at IE. If Students/Learners fails in IE, the Students/Learners passes in the course provided, he/she obtains a minimum 25% marks in IE and GPA for the course is at least 6.0 (50% in aggregate). The GPA for a course will be calculated only if the Students/Learners pass at UE.

Students/Learners who fails at UE in a course has to reappear only at UE as backlog Students/Learners and clear the Head of Passing. Similarly, a Students / Learners who fails in a course at IE he has to reappear only at IE as backlog Students/Learners and clear the Head of Passing. To secure the GPA required for passing.

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

| Range of Marks (%)              | Grade | Grade Point |
|---------------------------------|-------|-------------|
| $80 \leq \text{Marks} \leq 100$ | O     | 10          |
| $70 \leq \text{Marks} < 80$     | A+    | 9           |
| $60 \leq \text{Marks} < 70$     | A     | 8           |
| $55 \leq \text{Marks} < 60$     | B+    | 7           |
| $50 \leq \text{Marks} < 55$     | B     | 6           |
| $40 \leq \text{Marks} < 50$     | C     | 5           |
| $\text{Marks} < 40$             | D     | 0           |

For Regular mode – The Students performance at IE and UE will be combined to obtain GPA (Grade Point Average) for the course. The weights for performance at UE and IE shall be 60% and 40% respectively. GPA is calculated by adding the UE marks out of 60 and IE marks out of 40. The total marks out of 100 are converted to grade point, which will be the GPA.

**Formula to calculate Grade Points (GP)**

Suppose that “Max” is the maximum marks assigned for an examination or evaluation, based on which GP will be computed. In order to determine the GP, Set  $x = \text{Max}/10$  (since we have adopted 10 point system). Then GP is calculated by the following formulas

| Range of Marks                  | Formula for the Grade Point |
|---------------------------------|-----------------------------|
| $8x \leq \text{Marks} \leq 10x$ | 10                          |
| $5.5x \leq \text{Marks} < 8x$   | $\text{Truncate}(M/x) + 2$  |
| $4x \leq \text{Marks} < 5.5x$   | $\text{Truncate}(M/x) + 1$  |

Two kinds of performance indicators, namely the Semester Grade Point Average (SGPA) and the Cumulative Grade Point Average (CGPA) shall be computed at the end of each term.

The SGPA measures the cumulative performance of a Student/Learner in all the courses in a particular semester, while the CGPA measures the cumulative performance in all the courses since his/her enrollment. The CGPA of Students/Learners when he /she completes the Program is the final result of the Students/Learners.

**The SGPA is calculated by the formula**

$$SGPA = \frac{\sum C_k * GP_k}{\sum C_k}$$

where,  $C_k$  is the Credit value assigned to a course and  $GP_k$  is the GPA obtained by the Students/Learners in the course. In the above, the sum is taken over all the courses that the Students/Learners has undertaken for the study during the Semester, including those in which he/she might have failed or those for which he/she remained absent.

**The SGPA shall be calculated up to two decimal place accuracy.**

The CGPA is calculated by the following formula

$$CGPA = \frac{\sum C_k * GP_k}{\sum C_k}$$

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

**The CGPA shall be calculated up to two decimal place accuracy. The formula to compute equivalent percentage marks for specified CGPA= (Final CGPA-0.5)\*10**

## **XI. Award of Honors**

Students/Learners who have completed the minimum credits specified for the Program shall be declared to have passed in the program. The final result will be in terms of letter grade only and is based on the CGPA of all courses studied and passed.

The criteria for the award of honors are given below.

| Range of CGPA             | Final Grade | Performance Descriptor | Equivalent Range of Marks (%)   |
|---------------------------|-------------|------------------------|---------------------------------|
| $9.5 \leq CGPA \leq 10$   | O           | Outstanding            | $80 \leq \text{Marks} \leq 100$ |
| $9.0 \leq CGPA \leq 9.49$ | A+          | Excellent              | $70 \leq \text{Marks} < 80$     |
| $8.0 \leq CGPA \leq 8.99$ | A           | Very Good              | $60 \leq \text{Marks} < 70$     |
| $7.0 \leq CGPA \leq 7.99$ | B+          | Good                   | $55 \leq \text{Marks} < 60$     |
| $6.0 \leq CGPA \leq 6.99$ | B           | Average                | $50 \leq \text{Marks} < 55$     |
| $5.0 \leq CGPA \leq 5.99$ | C           | Satisfactory           | $40 \leq \text{Marks} < 50$     |
| CGPA below 5.0            | F           | Fail                   | Marks below 40                  |

## **XII. ATKT Rules**

- i) For admission to Semester V of BBA Third year, Students/Learners should pass all the courses under Sem I and II.
- ii) For admission to Semester VII of BBA Fourth year, Students/Learners should pass all the courses under Sem ,III and IV.



### XIII. Specialization

BBA Three Year Degree Program / BBA (Hons.) Four Year Degree Program 2022 offers Dual Specialization to the students in the third year of both the programs. The students are required to select **Two Specializations** from the list provided on the next page;

#### *Prerequisite for offering a Specialization*

- There must be minimum **10 (Ten) students** for a particular specialization

#### *List of Specializations:*

Specialization may be chosen from the following list;

| List of Specialization             |
|------------------------------------|
| Marketing Management               |
| Financial Management               |
| Human Resource Management          |
| International Business Management  |
| Production & Operations Management |
| Information Technology Management  |
| Agribusiness Management            |
| Retail Management                  |
| Project Management                 |
| Business Analytics Management      |
| Event Management                   |
| Hospitality Management             |

### XIV. INTERNSHIPS:

#### 1. Internship I

At the end of Semester IV, each student shall undertake Internship I in an Industry for **60(Sixty Days)**. It is mandatory for the students to seek written approval from the Faculty Guide about the Topic & the Organisation before commencing the Internship. During the Internship students are expected to take necessary guidance from the faculty guide allotted by the Institute. To do it effectively they should be in touch with their guide through e- mail or telecon. Internship Project should be a research based project.

The ***learning outcomes and the utility to the organization*** must be highlighted in Internship Project Report. (Details are Mentioned in Syllabus)

#### 2. Internship II

At the end of Semester V, the students are required to undertake Internship II of **60 days** in an organization. The Evaluation of the same will be done in Semester VI. (Details are Mentioned in Syllabus)

**XV BBA (Honors) PROGRAM STRUCTURE w.e.f. 2023-24****Semester -I**

| <b>Course Code</b> | <b>Name of the Courses</b>                                                              | <b>Type of Course</b> | <b>Format</b> | <b>Credits</b> | <b>IE</b>  | <b>UE</b>  | <b>Total Marks</b> |
|--------------------|-----------------------------------------------------------------------------------------|-----------------------|---------------|----------------|------------|------------|--------------------|
| 101                | Principles of Management                                                                | DSC                   | IE&UE         | 3              | 30         | 70         | 100                |
| 102                | Language-I                                                                              | AEC                   | IE&UE         | 3              | 30         | 70         | 100                |
| 103                | Micro Economics                                                                         | DSC                   | IE&UE         | 3              | 30         | 70         | 100                |
| 104                | Business Accounting.                                                                    | DSC                   | IE&UE         | 3              | 30         | 70         | 100                |
| 105                | Foundations of Mathematics                                                              | DSC                   | IE&UE         | 3              | 30         | 70         | 100                |
| 106                | Fundamental of Information Technology                                                   | DSC                   | IA            | 3              | 100        |            | 100                |
| 107                | Community Work-I / Role of NGO in Rural Development / Technology for societal wellbeing | VBC                   | IA            | 1              | 100        | -          | 100                |
| 108                | Indian Ethos for Leadership Excellence                                                  | VBC                   | IA            | 1              | 100        | -          | 100                |
|                    | <b>Total No. of Credits</b>                                                             |                       |               | <b>20</b>      | <b>450</b> | <b>350</b> | <b>800</b>         |

**Semester –II**

| <b>Course Code</b> | <b>Name of the Courses</b>                                            | <b>Type of Course</b> | <b>Format</b> | <b>Credits</b> | <b>IE</b>  | <b>UE</b>  | <b>Total Marks</b> |
|--------------------|-----------------------------------------------------------------------|-----------------------|---------------|----------------|------------|------------|--------------------|
| 201                | Business Environment                                                  | DSC                   | IE&UE         | 3              | 30         | 70         | 100                |
| 202                | Business Communication                                                | AEC                   | IE&UE         | 3              | 30         | 70         | 100                |
| 203                | Macro Economics                                                       | DSC                   | IE&UE         | 3              | 30         | 70         | 100                |
| 204                | Cost Accounting                                                       | DSC                   | IE&UE         | 3              | 30         | 70         | 100                |
| 205                | Business Statistics                                                   | DSC                   | IE&UE         | 3              | 30         | 70         | 100                |
| 206                | Business Ethics                                                       | DSC                   | IA            | 3              | 100        |            | 100                |
| 207                | Universal Human Value                                                 | VBC                   | IA            | 1              | 100        | -          | 100                |
| 208                | Data Analysis Tools for Business /Accounting Software/Content Writing | SEC                   | IA            | 1              | 100        | -          | 100                |
|                    | <b>Total No. of Credits</b>                                           |                       |               | <b>20</b>      | <b>450</b> | <b>350</b> | <b>800</b>         |

**Semester –III**

| Course Code | Name of the Courses                                                                  | Type of Course | Format | Credits   | IE         | UE         | Total Marks |
|-------------|--------------------------------------------------------------------------------------|----------------|--------|-----------|------------|------------|-------------|
| 301         | Marketing Management                                                                 | DSC            | IE&UE  | 3         | 30         | 70         | 100         |
| 302         | Organizational Behavior                                                              | DSC            | IE&UE  | 3         | 30         | 70         | 100         |
| 303         | Production and Inventory Management                                                  | DSC            | IE&UE  | 3         | 30         | 70         | 100         |
| 304         | Human Resource Management                                                            | DSC            | IE&UE  | 3         | 30         | 70         | 100         |
| 305         | Agri-Business Management                                                             | AEC            | IA     | 2         | 100        | -          | 100         |
| 306         | Goods and Service tax Compliances / Advance Data Analysis Tools / Financial Modeling | SEC            | IA     | 2         | 100        | -          | 100         |
| 307         | Constitution of India and Human Rights                                               | VBC            | IA     | 2         | 100        | -          | 100         |
| 308         | Physical Education and Yoga                                                          | VBC            | IA     | 2         | 100        | -          | 100         |
|             | <b>Total No. of Credits</b>                                                          |                |        | <b>20</b> | <b>520</b> | <b>280</b> | <b>800</b>  |

The student should complete TWO MOOCs (Massive Open Online Courses) as add on Course which provides wide access to the online learning. The student will complete MOOCs prescribed by the institute in semester III, Sem IV, and / or Sem V, Additional Credits will be given to the student as per MOOCs Policy.

**Semester –IV**

| Course Code | Name of the Courses                                                                 | Type of Course | Format | Credits   | IE         | UE         | Total Marks |
|-------------|-------------------------------------------------------------------------------------|----------------|--------|-----------|------------|------------|-------------|
| 401         | International Business                                                              | DSC            | IE&UE  | 3         | 30         | 70         | 100         |
| 402         | Design Thinking and Innovation Management                                           | DSC            | IE&UE  | 3         | 30         | 70         | 100         |
| 403         | Research Methodology                                                                | DSC            | IE&UE  | 3         | 30         | 70         | 100         |
| 404         | Corporate Law                                                                       | DSC            | IE&UE  | 3         | 30         | 70         | 100         |
| 405         | Financial Management                                                                | DSC            | IE&UE  | 3         | 30         | 70         | 100         |
| 406         | Data Science/ Technical Analysis for investment in Stock Market / Digital Marketing | AEC            | IA     | 2         | 100        | -          | 100         |
| 407         | Cyber Security                                                                      | SEC            | IA     | 2         | 100        | -          | 100         |
| 408         | Psychology and Life skills                                                          | SEC            | IA     | 1         | 100        | -          | 100         |
|             | <b>Total No. of Credits</b>                                                         |                |        | <b>20</b> | <b>450</b> | <b>350</b> | <b>800</b>  |

**Semester -V**

| <b>Course Code</b> | <b>Name of the Courses</b>                                          | <b>Type of Course</b> | <b>Format</b> | <b>Credits</b> | <b>IE</b>  | <b>UE</b>  | <b>Total Marks</b> |
|--------------------|---------------------------------------------------------------------|-----------------------|---------------|----------------|------------|------------|--------------------|
| 501                | Strategic Management                                                | DSC                   | IE&UE         | 3              | 30         | 70         | 100                |
| 502                | Introduction to Operations Research                                 | DSC                   | IE&UE         | 3              | 30         | 70         | 100                |
| 503                | Environmental Studies and Sustainable Development                   | DSC                   | IE&UE         | 3              | 30         | 70         | 100                |
| 504                | First Elective – 1 <sup>st</sup> Subject                            | DSE                   | IE&UE         | 3              | 30         | 70         | 100                |
| 505                | Second Elective – 1 <sup>st</sup> Subject                           | DSE                   | IE&UE         | 3              | 30         | 70         | 100                |
| 506                | Internship I (60 days)                                              | AEC                   | IA            | 4              | 100        |            | 100                |
| 507                | Media Literacy/<br>Enhancing Personal<br>and Professional<br>Skills | AEC                   | IA            | 1              | 100        | -          | 100                |
|                    | <b>Total No. of Credits</b>                                         |                       |               | <b>20</b>      | <b>350</b> | <b>350</b> | <b>700</b>         |

**Semester –VI**

| <b>Course Code</b> | <b>Name of the Courses</b>                                                     | <b>Type of Course</b> | <b>Format</b> | <b>Credits</b> | <b>IE</b>  | <b>UE</b>  | <b>Total Marks</b> |
|--------------------|--------------------------------------------------------------------------------|-----------------------|---------------|----------------|------------|------------|--------------------|
| 601                | Project Management                                                             | DSC                   | IE&UE         | 3              | 30         | 70         | 100                |
| 602                | Entrepreneurship Development & Startup Management                              | DSC                   | IE&UE         | 3              | 30         | 70         | 100                |
| 603                | Artificial Intelligence For Managers                                           | DSC                   | IE&UE         | 3              | 30         | 70         | 100                |
| 604                | First Elective – 2 <sup>nd</sup> Subject                                       | DSE                   | IE&UE         | 3              | 30         | 70         | 100                |
| 605                | Second Elective- 2 <sup>nd</sup> Subject                                       | DSE                   | IE&UE         | 3              | 30         | 70         | 100                |
| 606                | Chanakya Neeti                                                                 | VBC                   | IA            | 2              | 100        |            | 100                |
| 607                | Income Tax Act Compliances                                                     | SEC                   | IA            | 2              | 100        | -          | 100                |
| 608                | Hindustani Classical Music /Indian Dance/<br>Hindustani Classical Instrumental | VBC                   | IA            | 1              | 100        | -          | 100                |
|                    | <b>Total No. of Credits</b>                                                    |                       |               | <b>20</b>      | <b>450</b> | <b>350</b> | <b>800</b>         |

**Semester -VII**

| Course Code | Name of the Courses                       | Type of Course | Format | Credits   | IE         | UE         | Total Marks |
|-------------|-------------------------------------------|----------------|--------|-----------|------------|------------|-------------|
| 701         | Project Assessment and Business Plan      | DSC            | IE&UE  | 3         | 30         | 70         | 100         |
| 702         | Mergers & Acquisitions                    | DSC            | IE&UE  | 3         | 30         | 70         | 100         |
| 703         | Sectorial Research and Analysis           | DSC            | IE&UE  | 3         | 30         | 70         | 100         |
| 704         | First Elective -3 <sup>rd</sup> Subject   | DSC            | IE&UE  | 3         | 30         | 70         | 100         |
| 705         | Second Elective – 3 <sup>rd</sup> Subject | DSC            | IE&UE  | 3         | 30         | 70         | 100         |
| 706         | Intellectual Property Rights (IPR)        | AEC            | IA     | 3         | 100        | -          | 100         |
| 707         | Research writing & Publication-I          | DSC            | IA     | 1         | 100        | -          | 100         |
| 708         | Negotiation                               | AEC            | IA     | 1         | 100        | -          | 100         |
|             | <b>Total No. of Credits</b>               |                |        | <b>20</b> | <b>450</b> | <b>350</b> | <b>800</b>  |

**Semester –VIII Semester –VIII (with Honors)**

| Course Code | Name of the Courses                       | Type of Course | Format | Credits   | IE         | UE         | Total Marks |
|-------------|-------------------------------------------|----------------|--------|-----------|------------|------------|-------------|
| H-801       | Global Leadership and Culture             | DSC            | IE&UE  | 3         | 30         | 70         | 100         |
| H-802       | First Elective - 4 <sup>th</sup> Subject  | DSE            | IE&UE  | 3         | 30         | 70         | 100         |
| H-803       | Second Elective – 4 <sup>th</sup> Subject | DSE            | IE&UE  | 3         | 30         | 70         | 100         |
| H-804       | Data Visualization Tools                  | SEC            | IA     | 3         | 100        | -          | 100         |
| H-805       | Internship II (60 days)                   | AEC            | IA     | 8         | 100        | -          | 100         |
|             | <b>Total No. of Credits</b>               |                |        | <b>20</b> | <b>290</b> | <b>210</b> | <b>500</b>  |

**Semester –VIII (with Research)**

| Course Code | Name of the Courses                   | Type of Course | Format | Credits   | IE         | UE         | Total Marks |
|-------------|---------------------------------------|----------------|--------|-----------|------------|------------|-------------|
| R-801       | Research Project/Dissertation         | DSC            | IA     | 10        | 400        | -          | 400         |
| R-802       | Software and Tools for Research       | DSC            | IA     | 3         | 100        | -          | 100         |
| R-803       | Data Visualization Tools              | SEC            | IA     | 3         | 100        | -          | 100         |
| R-804       | Research Writing and Publication - II | DSC            | IA     | 4         | 100        | -          | 100         |
|             | <b>Total No. of Credits</b>           |                |        | <b>20</b> | <b>400</b> | <b>300</b> | <b>700</b>  |

**Types of Courses:**

- DSC - Discipline Specific Core
- AEC - Ability Enhancement Course
- DSE - Discipline Specific Elective
- SEC - Skill Enhancement Course
- VBC - Value Based Course

**XVI. LIST OF ELECTIVES****Elective: Marketing Management**

| SEM  | Code. | Name of the Course                    |
|------|-------|---------------------------------------|
| V    | MK01  | Consumer Behaviour                    |
| VI   | MK02  | Services Marketing                    |
| VII  | MK03  | Sales & Distribution Management & B2B |
| VIII | MK04  | Integrated Marketing Communication    |

**Elective: Financial Management**

| SEM  | Code. | Name of the Course                         |
|------|-------|--------------------------------------------|
| V    | FM01  | Investment Analysis & Portfolio Management |
| VI   | FM02  | Management of Financial Services           |
| VII  | FM03  | Corporate Finance                          |
| VIII | FM04  | International Financial Management         |

**Elective: Human Resource Management**

| SEM  | Code.    | Name of the Course                    |
|------|----------|---------------------------------------|
| V    | HR(E) 01 | Training and Development              |
| VI   | HR(E) 02 | Performance & Compensation Management |
| VII  | HR(E) 03 | Management of Industrial Relations    |
| VIII | HR(E) 04 | Cross Cultural HRM                    |

**Elective: International Business Management**

| SEM  | Code. | Name of the Course                                   |
|------|-------|------------------------------------------------------|
| V    | IB01  | Regulatory Aspects of International Business         |
| VI   | IB02  | Export Import Policies, Procedures and Documentation |
| VII  | IB03  | International Marketing                              |
| VIII | IB04  | Global Business Strategies                           |

**Elective: Production and Operations Management**

| SEM  | Code. | Name of the Course                  |
|------|-------|-------------------------------------|
| V    | PM01  | Quality Management                  |
| VI   | PM02  | Business Process Re-engineering     |
| VII  | PM03  | Logistics & Supply Chain Management |
| VIII | PM04  | World Class Manufacturing Practices |

**Elective: Information Technology Management**

| SEM  | Code. | Name of the Course                  |
|------|-------|-------------------------------------|
| V    | IT01  | System Analysis & Design            |
| VI   | IT02  | Information System Security & Audit |
| VII  | IT03  | RDBMS with Oracle                   |
| VIII | IT04  | Enterprise Business Applications    |

**Elective: Agribusiness Management**

| SEM  | Code. | Name of the Course                                       |
|------|-------|----------------------------------------------------------|
| V    | AM01  | Rural Marketing                                          |
| VI   | AM02  | Supply Chain Management in Agribusiness                  |
| VII  | AM03  | Use of Information Technology in Agribusiness Management |
| VIII | AM04  | Cooperatives Management                                  |

**Elective: Retail Management**

| SEM  | Code. | Name of the Course                   |
|------|-------|--------------------------------------|
| V    | R01   | Introduction to Retailing            |
| VI   | R02   | Retail Management & Franchising      |
| VII  | R03   | Merchandising, Display & Advertising |
| VIII | R04   | Supply Chain Management in Retailing |

**Elective: Project Management**

| SEM  | Code. | Name of the Course                          |
|------|-------|---------------------------------------------|
| V    | PR01  | Project Risk Management                     |
| VI   | PR 02 | Software Project Management Tools           |
| VII  | PR 03 | Managing Large Projects                     |
| VIII | PR 04 | Social Cost and Benefit Analysis of Project |

**Elective: Business Analytics Management**

| SEM  | Code. | Name of the Course               |
|------|-------|----------------------------------|
| V    | BA 01 | Business Analytics for Managers  |
| VI   | BA 02 | Multivariate Statistics          |
| VII  | BA 03 | Data Warehousing and Data Mining |
| VIII | BA 04 | Applied Analytics                |

**Elective: Event Management**

| SEM  | Code. | Name of the Course                        |
|------|-------|-------------------------------------------|
| V    | EM 01 | Event Marketing                           |
| VI   | EM 02 | Event Risk Management                     |
| VII  | EM 03 | Customer Relationship in Event Management |
| VIII | EM 04 | Human Resource in Event Management        |

**Elective: Hospitality Management**

| SEM  | Code. | Name of the Course                  |
|------|-------|-------------------------------------|
| V    | HM 01 | Food Service Operation              |
| VI   | HM 02 | Tour Operations Management          |
| VII  | HM 03 | Hospitality Marketing Management    |
| VIII | HM 04 | Accommodation Operations Management |

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**XVI. Question Paper Patterns for University Examination: (For Online Education)**

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*The pattern of **question paper** for the courses having University Examinations will be as follows:*

**Title of the Course**

Day:

Total Marks: 70

Date:

Time: 2.00 Hours

**Instructions:**

- 1) **SECTION .1** is compulsory carries 50 Marks
- 2) **SECTION .2** Solve any FOUR, from Q.1 to Q.6 each carries 5 marks

**SECTION – I 50 Marks**

- a. It should contain 25 Multiple choice questions covering the syllabus & should test the conceptual knowledge of the students.
- b. Each question will have 2 marks.

**SECTION – II 20 Marks**

- a. It should contain 06 short questions covering the entire syllabus & should be based on application of the Concepts
- b. Student has to attempt ANY FOUR c. Each question carrier 5 marks



# BBA SEMESTER I

| Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023 – 2024                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                           |                          |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                  | Course Code                                                                                                                                                                                                                                                                                                                                                                               | Course Title             |       |
| I                                                                                                                                                                                                                                                                                                                                                                                         | 101                                                                                                                                                                                                                                                                                                                                                                                       | Principles of Management |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                           | Dr. Pritam Kothari AKIMS |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                                                            | Credits                                                                                                                                                                                                                                                                                                                                                                                   | Evaluation               | Marks |
| DSC                                                                                                                                                                                                                                                                                                                                                                                       | 03                                                                                                                                                                                                                                                                                                                                                                                        | IE: UE                   | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                           |                          |       |
| <ul style="list-style-type: none"> <li>To understand basic concepts of management.</li> <li>To study ethical principles and standards.</li> <li>To understand the application of management principles</li> <li>To impart knowledge about assessment of available choices related to ethical principles and standards</li> </ul>                                                          |                                                                                                                                                                                                                                                                                                                                                                                           |                          |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                           |                          |       |
| <p>After completing the course the students shall be able to</p> <p>CO1: Integrate management principles into management practices.</p> <p>CO2: Assess managerial practices and choices relative to ethical principles and standards CO3: Develop plans, implement, and control the deviations.</p> <p>CO4: Decide the most effective plan of actions to deal with specific situation</p> |                                                                                                                                                                                                                                                                                                                                                                                           |                          |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                      | Sub Unit                                                                                                                                                                                                                                                                                                                                                                                  |                          |       |
| <b>1. Management &amp; Evolution of Management Thought</b>                                                                                                                                                                                                                                                                                                                                | The Definition of Management : Its nature and purpose<br>Managerial functions at different organizational levels,<br>Managing Science or art, the functions of Managers Evolution of Management thought – Management thought in antiquity, Fredrick Taylor and Scientific Mgt., Sources of Taylor and their contribution, Contribution of Fayol, the emergence of Human Relations school. |                          |       |
| <b>2. Planning</b>                                                                                                                                                                                                                                                                                                                                                                        | The nature of planning – Types of plan, purpose or mission, objectives – a hierarchy of objectives, key Result Areas the process of setting objectives.<br>The nature and purpose of strategies and policies. Steps in planning – Being aware of opportunities, developing premises, Decision making – Decision Making Process, Types                                                     |                          |       |
| <b>3. Organising</b>                                                                                                                                                                                                                                                                                                                                                                      | Formal and informal organization, Process of Organizing, Organization structure – Formal Informal Organisation, Authority - delegation of functional authority, the nature of decentralization, the determinants of decentralization, difference between delegation and decentralization, Advantages of delegation.                                                                       |                          |       |
| <b>4. Leading</b>                                                                                                                                                                                                                                                                                                                                                                         | Defining leadership, ingredients of leadership, Trait approach to leadership, Behavioral approach to leadership, and different styles of leadership                                                                                                                                                                                                                                       |                          |       |

|                       |                                                                                                                                                                                                                                                                                                                                         |
|-----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>5. Controlling</b> | The basic control process - feed forward control and feedback control, requirements for effective controls – tailoring controls to individual managers and plan, ensuring flexibility of controls, fitting the control system to the organization culture, control techniques - the Budget, traditional non – budgetary control devices |
|-----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**Reference Books:**

| Sr. No. | Name of the Author                 | Title of the Book                     | Year Edition | Publisher Company      |
|---------|------------------------------------|---------------------------------------|--------------|------------------------|
| 1       | Heinz Wehrich & Harold Koontz      | Principles and Practice of Management |              | McGraw-Hill            |
| 2       | Prasad L.M                         | Principles and Practice of Management |              | Sultan Chand & Sons.   |
| 3       | Stephen P Robbins, David A Decanzo | Fundamentals of Management,           |              | Pearson Education      |
| 4       | Kaul, Vijay Kumar                  | Principles and Practice of Management |              | Vikas Publishing House |

**Online Resources:**

| Online Resources No. | Web site address                                                               |
|----------------------|--------------------------------------------------------------------------------|
| 1                    | <a href="http://www.managementstudyguide.com">www.managementstudyguide.com</a> |

**MOOCs:**

| Resources | Web site address                                        |
|-----------|---------------------------------------------------------|
| 1         | <a href="https://www.mooc.org">https://www.mooc.org</a> |

| Programme: BBA CBCS– Revised Syllabus w.e.f.-Year2023 –2024                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                       |                           |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                 | Course Code                                                                                                                                                                                                                                                                                                                                           | Course Title              |       |
| I                                                                                                                                                                                                                                                                                                                                                                                                                        | 102                                                                                                                                                                                                                                                                                                                                                   | Language - I              |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                       | Dr. Amarja Nargunde_IMRDA |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                                                                                           | Credits                                                                                                                                                                                                                                                                                                                                               | Evaluation                | Marks |
| AEC                                                                                                                                                                                                                                                                                                                                                                                                                      | 03                                                                                                                                                                                                                                                                                                                                                    | IE: UE                    | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                       |                           |       |
| <ul style="list-style-type: none"> <li>To enable the learners in actively participating in the discussions and debates</li> <li>To encourage the learners for giving impromptu speeches and prepared presentations</li> <li>To enable the learners to read, comprehend and summarize the articles</li> <li>To impart knowledge on the writing formats, writing skills and preparing power-point presentations</li> </ul> |                                                                                                                                                                                                                                                                                                                                                       |                           |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                       |                           |       |
| <p>After completing the course, the students shall be able to CO1: Understand and read English better</p> <p>CO2: Write accurately and speak fluently</p> <p>CO3 Participate actively in discussions and debates CO4: Give presentations</p>                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                       |                           |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                     | Sub Unit                                                                                                                                                                                                                                                                                                                                              |                           |       |
| <b>1. Grammar and Translation</b>                                                                                                                                                                                                                                                                                                                                                                                        | <p>Grammar and Translation Construction of sentences with there is, there are, it is etc.</p> <p>Usage of articles, tenses and prepositions etc.</p> <p>Translation of sentences, &amp; passages from mother tongue to English General errors in Sentence Constructions</p> <p>Synonyms, Antonyms, use of appropriate words, Idioms &amp; Phrases</p> |                           |       |
| <b>2 Reading, listening and Comprehension Skills</b>                                                                                                                                                                                                                                                                                                                                                                     | <p>Reading short passages aloud and discussion Listening of conversations and answering questions Comprehension of Short Passages Comprehensions of texts, judgments and other passages of more general nature</p>                                                                                                                                    |                           |       |
| <b>3 Speaking Skills</b>                                                                                                                                                                                                                                                                                                                                                                                                 | <p>Introducing oneself Conversations between two student on a given topic/role play Impromptu speech on a given topics Debates and Logical reasoning</p>                                                                                                                                                                                              |                           |       |
| <b>4 Writing Skills</b>                                                                                                                                                                                                                                                                                                                                                                                                  | <p>Writing correctly (Grammar, Punctuation) Paragraph Writing Letters – Structure &amp; Layout (Business &amp; Official letters) Essay writing Resume writing</p>                                                                                                                                                                                     |                           |       |
| <b>5 Presentation techniques</b>                                                                                                                                                                                                                                                                                                                                                                                         | <p>Preparing PowerPoint presentations</p> <p>Preparing for class-room presentations</p>                                                                                                                                                                                                                                                               |                           |       |

**Reference Books:**

| Sr. No. | Name of the Author   | Title of the Book                                                                     | Year Edition   | Publisher Company                                             |
|---------|----------------------|---------------------------------------------------------------------------------------|----------------|---------------------------------------------------------------|
| 1       | B.M. Sheridan        | Speaking and Writing in English                                                       | 2017           | The Readers Paradise                                          |
| 2       | Ellen Kaye           | Maximize Your Presentation Skills: How to Speak, Look, and Act on Your Way to the Top | 2002           | Currency                                                      |
| 3       | Thomson and Martinet | <i>A practical English Grammar</i>                                                    | 1970           | The English Language Book Society and Oxford University Press |
| 4       | Wren and Martin,     | <i>English Grammar and Composition</i>                                                | latest edition | S. Chand, Delhi                                               |
| 5       | Mike Gould           | <i>Cambridge Grammar and Writing Skills Learner's Book 8</i>                          | 2019           | Cambridge University Press                                    |

**Online Resources:**

| Online Resources No. | Web site address                                                                                                                                  |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                    | <a href="https://www.passporttoenglish.com">https://www.passporttoenglish.com</a>                                                                 |
| 2                    | <a href="https://www.youtube.com/user/EnglishLessons4U">https://www.youtube.com/user/EnglishLessons4U</a>                                         |
| 3                    | <a href="http://www.5minuteenglish.com/grammar.htm">http://www.5minuteenglish.com/grammar.htm</a>                                                 |
| 4                    | <a href="https://learnenglish.britishcouncil.org/skills/writing/a1-writing">https://learnenglish.britishcouncil.org/skills/writing/a1-writing</a> |
| 5                    | <a href="https://www.skillsyouneed.com/presentation-skills.html">https://www.skillsyouneed.com/presentation-skills.html</a>                       |

**MOOCs:**

| Resources | Web site address                                                                                                                                                                          |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1         | <a href="https://www.my-mooc.com/en/mooc/english-grammar-style-uqx-write101x-3/">https://www.my-mooc.com/en/mooc/english-grammar-style-uqx-write101x-3/</a>                               |
| 2         | <a href="https://www.my-mooc.com/en/mooc/business-english-making-presentations/">https://www.my-mooc.com/en/mooc/business-english-making-presentations/</a>                               |
| 3         | <a href="https://www.my-mooc.com/en/mooc/english-for-effective-business-speaking/">https://www.my-mooc.com/en/mooc/english-for-effective-business-speaking/</a>                           |
| 4         | <a href="https://www.my-mooc.com/en/mooc/english-for-business-and-entrepreneurship/">https://www.my-mooc.com/en/mooc/english-for-business-and-entrepreneurship/</a>                       |
| 5         | <a href="https://www.my-mooc.com/en/mooc/english-doing-business-asia-writing-hkustx-eba102x-1/">https://www.my-mooc.com/en/mooc/english-doing-business-asia-writing-hkustx-eba102x-1/</a> |

| Programme: BBA CBCS– Revised Syllabus w.e.f.- Year 2023 –2024                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                             |                          |       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                        | Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                 | Course Title             |       |
| I                                                                                                                                                                                                                                                                                                               | 103                                                                                                                                                                                                                                                                                                                                                                                                                                         | Micro Economics          |       |
| Prepared By                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                             | Dr. Vrushali Kadam_YMIMS |       |
| Type of Course                                                                                                                                                                                                                                                                                                  | Credits                                                                                                                                                                                                                                                                                                                                                                                                                                     | Evaluation               | Marks |
| DSC                                                                                                                                                                                                                                                                                                             | 03                                                                                                                                                                                                                                                                                                                                                                                                                                          | IE : UE                  | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                             |                          |       |
| <ul style="list-style-type: none"> <li>To impart knowledge of basic microeconomic concepts.</li> <li>To understand the importance of economic analysis in the formulation of business policies</li> <li>To instill the economic reasoning for finding solutions to business problems</li> </ul>                 |                                                                                                                                                                                                                                                                                                                                                                                                                                             |                          |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                             |                          |       |
| <p>At the successful completion of the course the learner will be able to</p> <p>CO1: Understand basic microeconomic concepts.</p> <p>CO2: Apply economic analysis in the formulation of business policies</p> <p>CO3: Use economic reasoning for finding optimum solutions to identified business problems</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                             |                          |       |
| Unit                                                                                                                                                                                                                                                                                                            | Sub Unit                                                                                                                                                                                                                                                                                                                                                                                                                                    |                          |       |
| <b>I Introduction to Micro Economics</b>                                                                                                                                                                                                                                                                        | Business economics – meaning nature and scope; Micro and macro; Basic economic problems; Market forces in solving problems; Circular flow of income and expenditure; Tools for analysis (Functional relationships, Schedules, Graphs, Equations)                                                                                                                                                                                            |                          |       |
| <b>II Demand Analysis and Utility Concept</b>                                                                                                                                                                                                                                                                   | Concept of demand ; Law of demand; Factors affecting demand; Exceptions to law of demand; Market demand ;Changes in demand ;Elasticity of demand (Price, Income, Cross), Concept of Utility, Cardinal & Ordinal Utility, Law Of Diminishing Marginal Utility                                                                                                                                                                                |                          |       |
| <b>III Supply and Cost &amp; Revenue concepts</b>                                                                                                                                                                                                                                                               | Concept of supply, Factors affecting supply, Law of supply, Exceptions of law of supply. Types of cost, Fixed and variable, Accounting and economic, Total cost, marginal cost, average cost, implicit & explicit cost, real and money cost, Short run and long run, Average revenue, total and marginal revenue. Opportunity cost, Money cost, , Law of returns to scale, Economies and diseconomies of scale, Law of Variable proportions |                          |       |
| <b>IV Market Analysis</b>                                                                                                                                                                                                                                                                                       | Features of markets, Pure, Perfect, Monopoly,, Duopoly, Oligopoly, Monopolistic competition Equilibrium of firm and industry under perfect competition, Price determination under monopoly, Price and output determination under monopolistic competition                                                                                                                                                                                   |                          |       |
| <b>V Theories of Distribution</b>                                                                                                                                                                                                                                                                               | Marginal productivity theory of distribution, Rent– modern theory of rent, Role of trade union and collective bargaining in wage determination, Interest –liquidity theory of interest Profits-Dynamic, Innovation, Risk and uncertainty bearing theories of profits                                                                                                                                                                        |                          |       |

**Reference Books:**

| Sr. No.         | Name of the Author | Title of the Book           | Year Edition | Publisher Company |
|-----------------|--------------------|-----------------------------|--------------|-------------------|
| 1 National      | D N Dwivedi        | Managerial Economics        | 2015         | Vikas Publishing  |
| 2 National      | G S Gupta          | Managerial Economics: Micro | 2004         | McGraw            |
|                 |                    | Economic                    |              | Hill              |
| 3 National      | H L Ahuja          | Managerial Economics        | 2017         | S. Chand          |
| 4 International | D. Salvatore       | Managerial Economics        | 2015         | Oxford            |
| 5 International | A Koutsoyiannis    | Micro Economics             | 1979         | Mac Millan        |

**Online Resources:**

| Online Resources No. | Web site address                                                                                                                                                                     |
|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                    | <a href="http://www.rbi.org.in">www.rbi.org.in</a>                                                                                                                                   |
| 2                    | <a href="http://www.economicshelp.org">www.economicshelp.org</a>                                                                                                                     |
| 3                    | <a href="http://www.federalreserve.gov">www.federalreserve.gov</a>                                                                                                                   |
| 4                    | <a href="http://www.economist.com">www.economist.com</a>                                                                                                                             |
| 5                    | <a href="http://www.bbc.com">www.bbc.com</a>                                                                                                                                         |
| 6                    | International Journal of Economic policy in Emerging Economies <a href="https://www.inderscience.com/jhome.php?jcode=ijepee">https://www.inderscience.com/jhome.php?jcode=ijepee</a> |

**MOOCs:**

| Resources No. | Web site address                                                                                                                                                                       |
|---------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1             | Swayam –IIT <a href="https://swayam.gov.in/nd1_noc20_mg20/preview">https://swayam.gov.in/nd1_noc20_mg20/preview</a>                                                                    |
| 2             | Swayam –IIM <a href="https://swayam.gov.in/nd2_imb19_mg16/preview">https://swayam.gov.in/nd2_imb19_mg16/preview</a>                                                                    |
| 3             | EDX –IIM <a href="https://www.edx.org/course/introduction-to-managerial-economics-2">https://www.edx.org/course/introduction-to-managerial-economics-2</a>                             |
| 4             | Coursera <a href="https://www.coursera.org/specializations/managerial-economics-business-analysis">https://www.coursera.org/specializations/managerial-economics-business-analysis</a> |

| Programme: BBA CBCS– Revised Syllabus w.e.f.-Year2023 –2024                                                                                                                                                                                                                                                                                                                                                                                                       |             |                                                                                                                                                                                                                                                                                                                                                                                                                             |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Course Code | Course Title                                                                                                                                                                                                                                                                                                                                                                                                                |       |
| I                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 104         | Business Accounting                                                                                                                                                                                                                                                                                                                                                                                                         |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                       |             | Dr. Sonali Dharamadhikari_IMED                                                                                                                                                                                                                                                                                                                                                                                              |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Credits     | Evaluation                                                                                                                                                                                                                                                                                                                                                                                                                  | Marks |
| DSC                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 03          | IE: UE                                                                                                                                                                                                                                                                                                                                                                                                                      | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                         |             |                                                                                                                                                                                                                                                                                                                                                                                                                             |       |
| <ul style="list-style-type: none"> <li>To impart knowledge about fundamentals of Financial Accounting.</li> <li>To orient to the Accounting mechanics involved in preparation of Books of Accounts and Financial Statements of a sole proprietor</li> <li>To understand and apply methods and accounting of Depreciation</li> <li>To encourage the students to opt for Entrepreneurship as a career option in Accounting</li> </ul>                               |             |                                                                                                                                                                                                                                                                                                                                                                                                                             |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                           |             |                                                                                                                                                                                                                                                                                                                                                                                                                             |       |
| <p>After successful completion of the course the learner will be able to</p> <p>CO1: Learners will be able to demonstrate an understanding of the fundamentals of Financial Accounting and Accounting Principles</p> <p>CO2: Demonstrate the ability to prepare Financial Statements of a sole proprietor</p> <p>CO3: Identify entrepreneurial opportunities and leverage the knowledge of Business Accounting in starting and managing a business enterprise</p> |             |                                                                                                                                                                                                                                                                                                                                                                                                                             |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                              |             | Sub Unit                                                                                                                                                                                                                                                                                                                                                                                                                    |       |
| <b>1. Introduction to Financial Accounting</b>                                                                                                                                                                                                                                                                                                                                                                                                                    |             | Definition and Scope of Financial Accounting Objectives of Financial Accounting Users of Financial Statements, Limitations of Financial Accounting Generally Accepted Accounting Principles (GAAP): Accounting Concepts, Accounting Conventions Accounting Standards - Meaning – objectives – Indian Accounting Accounting Concepts, Accounting Conventions Accounting Standards - Meaning – objectives – Indian Accounting |       |
| <b>2 Journal &amp; Subsidiary Books</b>                                                                                                                                                                                                                                                                                                                                                                                                                           |             | Double Entry Book keeping system, Types of Accounts, Rules of Accounts, Preparation of Journal, Simple and Combined Journals entries. Subsidiary Books: Purchase Book, Sales Book, Purchase Return Book, Sales Return Book, Cash Book                                                                                                                                                                                       |       |
| <b>3 Ledger Posting and Trial Balance</b>                                                                                                                                                                                                                                                                                                                                                                                                                         |             | Meaning and Utility of Ledger, Format of Ledger Account, Procedure of posting Journal entries to Ledger Accounts, Balancing of Ledger Account, Preparation of Trial Balance                                                                                                                                                                                                                                                 |       |
| <b>4 Depreciation</b>                                                                                                                                                                                                                                                                                                                                                                                                                                             |             | Meaning of Depreciation Causes of Depreciation Methods of charging depreciation: Written Down Value & Straight-Line Method, Accounting treatment of Depreciation                                                                                                                                                                                                                                                            |       |
| <b>5 Preparation of Final Accounts</b>                                                                                                                                                                                                                                                                                                                                                                                                                            |             | Meaning and Users of Final Accounts Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietor                                                                                                                                                                                                                                                                                                   |       |

**Reference Books:**

| Sr. No. | Name of the Author              | Title of the Book                  | Year Edition | Publisher                 |
|---------|---------------------------------|------------------------------------|--------------|---------------------------|
| 1       | Arulanandam M.A. and Raman K.S, | Advanced Accountancy               |              | Himalaya Publishing House |
| 2       | Dr. P.C. Tulsian                | Financial Accounting               |              | S Chand & Co              |
| 3       | Reddy, A                        | Fundamentals of Accounting.        | 2014         | Himalaya Publishing House |
| 4       | Porter, G.A., & Norton, C.L.    | Financial Accounting (IFRS update) | 2013         | Cengage Learning          |
| 5       | Jawahar Lal & Seema Srivastava  | Financial Accounting               | 2013         | Himalaya Publishing House |

**Online Resources**

| Online Resources No. | Web site address                                                          |
|----------------------|---------------------------------------------------------------------------|
| 1                    | <a href="https://www.moneycontrol.com/">https://www.moneycontrol.com/</a> |
| 2                    | <a href="http://www.icaai.org">www.icaai.org</a>                          |
| 3                    | <a href="https://www.ifrs.org/">https://www.ifrs.org/</a>                 |
| 4                    | <a href="https://icmai.in/icmai">https://icmai.in/icmai</a>               |
| 5                    | <a href="https://www.rbi.org.in/">https://www.rbi.org.in/</a>             |

**MOOCs:**

| Resources No. | Web site address                                                                                                                  |
|---------------|-----------------------------------------------------------------------------------------------------------------------------------|
| 1             | <a href="https://www.coursera.org/learn/wharton-accounting">https://www.coursera.org/learn/wharton-accounting</a>                 |
| 2             | <a href="https://www.classcentral.com/course/whartonaccounting-769">https://www.classcentral.com/course/whartonaccounting-769</a> |
| 3             | <a href="https://swayam.gov.in/nd2_cec19_cm04/preview">https://swayam.gov.in/nd2_cec19_cm04/preview</a>                           |
| 4             | <a href="https://swayam.gov.in/nd1_noc19_mg36/preview">https://swayam.gov.in/nd1_noc19_mg36/preview</a>                           |
| 5             | <a href="https://www.coursera.org/learn/accounting-for-managers">https://www.coursera.org/learn/accounting-for-managers</a>       |



| Programme: BBA CBCS–Revised Syllabus w.e.f.- Year2023–2024                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                             |                           |       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                               | Course Code                                                                                                                                                                                                                                                                                                                                                                                                 | Course Title              |       |
| I                                                                                                                                                                                                                                                                                                                                                                                      | 105                                                                                                                                                                                                                                                                                                                                                                                                         | Foundation of Mathematics |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                             | Dr.Vishal Deshmukh_YMIM   |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                                                         | Credit s                                                                                                                                                                                                                                                                                                                                                                                                    | Evaluation                | Marks |
| DSC                                                                                                                                                                                                                                                                                                                                                                                    | 03                                                                                                                                                                                                                                                                                                                                                                                                          | IE: UE                    | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                             |                           |       |
| <ul style="list-style-type: none"> <li>To develop knowledge of key theories, concepts in Mathematics.</li> <li>To enhance ability to problem solving</li> <li>To build ability to apply mathematical concept for business applications.</li> </ul>                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                             |                           |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                             |                           |       |
| <p>After successful completion of the course the learner will be able to CO1: The applications of commercial arithmetic in business.</p> <p>CO2: The applications of profit, loss, discount, commission, brokerage to solve business problems.</p> <p>CO3: The calculations of simple interest, compound interest. CO4: The applications of matrices and determinants in business.</p> |                                                                                                                                                                                                                                                                                                                                                                                                             |                           |       |
| Units                                                                                                                                                                                                                                                                                                                                                                                  | Topic                                                                                                                                                                                                                                                                                                                                                                                                       |                           |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                      | <b>Commercial Arithmetic:</b> Ratio: Definition, meaning. Working examples<br><b>Proportion:</b> Definition, Types of proportion, Working examples<br><b>Percentage:</b> Meaning, Working examples, Partnership: Meaning, Working examples                                                                                                                                                                  |                           |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                      | <b>Business Mathematics:</b> Profit: Meaning, Working examples,<br><b>Loss:</b> Meaning, Working examples, <b>Discount:</b> Meaning, Types of Discount, Working examples<br><b>Commission:</b> Meaning, Types of Commission agents, Working examples, <b>Brokerage:</b> Meaning, Working examples, <b>Payroll:</b> Meaning, Working examples                                                                |                           |       |
| 3                                                                                                                                                                                                                                                                                                                                                                                      | <b>Financial Mathematics:</b> Simple Interest: Meaning, Working examples<br>Compound Interest: Meaning, Working examples on Interest Compounded Continuously, Compound Amount at changing rate<br><b>Matrices and Determinants &amp; Simultaneous Linear equations:</b> Matrix: Definition of a Matrix, Matrix operations, Working examples<br><b>Determinants:</b> Definition, Properties of determinants. |                           |       |
| 4                                                                                                                                                                                                                                                                                                                                                                                      | <b>Applications in Business Problem,</b> Solution of Simultaneous equations, Working examples                                                                                                                                                                                                                                                                                                               |                           |       |
| 5                                                                                                                                                                                                                                                                                                                                                                                      | <b>Time Value of Money and Simple Annuity:</b> Introduction of Annuity, Types of Annuity, Amount and Present Value of Immediate (NPV), Annuity, Annuity Due,                                                                                                                                                                                                                                                |                           |       |

**Reference Books:**

| Sr. No. | Name of the Author                                       | Title of the Book                    | YearEdition | Publisher                                     |
|---------|----------------------------------------------------------|--------------------------------------|-------------|-----------------------------------------------|
| 1       | Dr. Amarnath Dikshit & Dr. Jitendrakumar Jain            | Business Mathematics                 |             | Himalaya Publishing House                     |
| 2       | Nirmala M, Gurunath Rao Vaidyaand Nirmala Joseph (2021); | Business Mathematics                 |             | Jayvee International Publications, Bangalore. |
| 3       | Dr. Sancheti & Kapoor                                    | Business Mathematics and Statistics, |             | Sultan Chand                                  |
| 4       | Agrawal                                                  | Business Mathematics                 |             | Himalaya Publishing House                     |
| 5       | Azharuddin                                               | Business Mathematics                 |             | Vikas Publishers                              |

**Online Resources:**

| Online Resources No. | Website address                                                                                                                                                                                 |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                    | <a href="https://en.wikipedia.org/wiki/Business_mathematics">https://en.wikipedia.org/wiki/Business_mathematics</a>                                                                             |
| 2                    | <a href="https://www.universiteitleiden.nl/.../mathematics/mathematics-and-science-based-business">https://www.universiteitleiden.nl/.../mathematics/mathematics-and-science-based-business</a> |
| 3                    | <a href="https://www.tru.ca/distance/courses/math1091.html">https://www.tru.ca/distance/courses/math1091.html</a>                                                                               |

**MOOCs:**

| Resources No. | Website address                                    |
|---------------|----------------------------------------------------|
| 1             | <a href="http://www.alison.ac.uk/">www:/Alison</a> |
| 2             | <a href="http://www.swayam.gov.in/">www/SWAYAM</a> |
| 3             | <a href="http://www.nptel.ac.in/">www/NPTEL</a>    |

| Programme: BBA CBCS– Revised Syllabus w.e.f.- Year2023 –2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                         |                                        |       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Course Code                                                                                                                                                                                                             | Course Title                           |       |
| I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 106                                                                                                                                                                                                                     | Fundamentals of Information Technology |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                         | Dr. Rajita Dixit_CDOE                  |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Credits                                                                                                                                                                                                                 | Evaluation                             | Marks |
| DSC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 03                                                                                                                                                                                                                      | IA                                     | 100   |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                         |                                        |       |
| <ul style="list-style-type: none"> <li>To impart the IT skills and Knowledge required for managers.</li> <li>To help the students develop the use of Tools like Microsoft Word, Microsoft Excel and Powerpoint</li> <li>To orient the students about the E-Commerce technology and its applications in Business world.</li> <li>To help the students understand various Information Systems implemented in organizations</li> <li>To acquaint the students with various current trends and concepts of computer Technology.</li> <li>To recognize and describes functions of basic computer hardware components.</li> <li>To explain the role of technology in today's business environment</li> <li>To familiarize the emerging trends in computer field</li> </ul> |                                                                                                                                                                                                                         |                                        |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                         |                                        |       |
| <p>After successful completion of the course the learner will be able to CO1: Gain the basic knowledge of Computer Technology</p> <p>CO2: Know the basics of computer technology and Networking</p> <p>CO3: Practically use the tools like Microsoft Word, Microsoft Excel and Power point CO4: Understand the E-commerce technology and its applications</p> <p>CO5: Understand the implementation of Information Systems in organizations CO6: Get familiarity with new terms and trends of computer technology</p>                                                                                                                                                                                                                                                |                                                                                                                                                                                                                         |                                        |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Sub Unit                                                                                                                                                                                                                |                                        |       |
| <b>1 Introduction to Computers</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Introduction, Definition, Evolution and generation of computers, characteristics, Generations of computers, classification of computers, applications of computers, Advantages of computers. Block diagram of computer. |                                        |       |

|                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|--------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>2 Hardware and software (computer Organization)</b> | <p><b>Hardware:</b> Primary Vs Secondary, Storage, Data storage &amp; retrieval methods.</p> <p><b>Primary Storage:</b> RAM ROM,PROM, EPROM, EEPROM.</p> <p><b>Secondary Storage:</b> Magnetic Tapes, Magnetic Disks. Cartridge tape, hard disks, Floppy disks Optical Disks, Compact Disks, Zip Drive, Flash Drives. Software and its needs, Types of S/W.</p> <p><b>System Software:</b> Operating System, Utility Programs Programming.</p> <p><b>Language:</b> Machine Language, Assembly Language, High Level Language their advantages &amp; disadvantages.</p> <p><b>Operating System:</b> Functions, Measuring System Performance, Assemblers, Compilers and Interpreters. Batch Processing, Multiprogramming, Multi-Tasking, Multiprocessing, Time Sharing, DOS, Windows, Unix/Linux.</p> |
| <b>3 Data communication</b>                            | Communication Process, Data Transmission speed, Communication Types (modes), Data Transmission Medias, Modem and its working, characteristics, Types of Networks, LAN, Topologies, Computer Network Protocols, Concepts relating to networking.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>4 Introduction to E- commerce</b>                   | Brief history of e-commerce, definitions of e- commerce, technical components and their functions, e- commerce versus traditional business, requirements of e- commerce. Advantages and disadvantages of e-commerce, Value chain in e- commerce, current status of e-commerce in India. Types of business models (B2B, B2C,C2B,C2C) with examples                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Unit 5: MS- (Microsoft ) Office</b>                 | MS-Word, MS- Excel, MS- PowerPoint                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

### Reference Books:

| Sr. No. | Name of the Author   | Title of the Book                           | Year Edition | Publisher                 |
|---------|----------------------|---------------------------------------------|--------------|---------------------------|
| 1       | Ramesh Bahel         | Information Technology for Managers         |              | Tata Macgraw Hill         |
| 2       | Pradeep K. Sinha     | Computer Fundamentals                       |              | BPB Publications          |
| 3       | A. K. Saini, Pradeep | Computer Application                        |              | Anmol Publications        |
|         | Kumar                | in Management                               |              |                           |
| 4       | Henry C. Lucas       | Information Technology for Management       |              | McGraw-Hill/Irwin ,2009   |
| 5       | David T. Bourgeois   | Information Systems for Business and Beyond |              | Saylor Foundation , 2014  |
| 6       | C.S.V. Murthy        | E-Commerce                                  |              | Himalaya Publishing House |

**Online Resources:**

| Online Resources No. | Website address                                                                                                                         |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| 1                    | <a href="https://www.webopedia.com/">https://www.webopedia.com/</a>                                                                     |
| 2                    | <a href="http://intronetworks.cs.luc.edu/current/ComputerNetworks.pdf">http://intronetworks.cs.luc.edu/current/ComputerNetworks.pdf</a> |

**MOOCs:**

| Resources No. | Website address                                                                                                             |
|---------------|-----------------------------------------------------------------------------------------------------------------------------|
| 1             | <a href="https://www.coursera.org/browse/information-technology">https://www.coursera.org/browse/information-technology</a> |
| 2             | <a href="https://www.udemy.com">https://www.udemy.com</a>                                                                   |
| 3             | <a href="https://alison.com">https://alison.com</a>                                                                         |

| Programme: BBA CBCS – Revised Syllabus w.e.f – 2023-2024                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                  |       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                | Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Course Title                     |       |
| Sem I                                                                                                                                                                                                                                                                                                                                                                                                                                   | 107                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Role of NGO in Rural Development |       |
| Name of Faculty                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Dr. Jagadish Patil IMRDA         |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                    | Credits                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Evaluation                       | Marks |
| VBC                                                                                                                                                                                                                                                                                                                                                                                                                                     | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                               | IA                               | 100   |
| <b>Course Objectives: (CO)</b>                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                  |       |
| <ul style="list-style-type: none"> <li>To explain the students about the concept of voluntary action, need and role of NGO's in rural development and its importance.</li> <li>To identify the relation between corporate sector and rural development and also explain different case studies.</li> <li>To examine the role of different funding agencies to promote NGO's to attain rural development in different fields.</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                  |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                  |       |
| The student will be able to understand –                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                  |       |
| <b>CO1:</b> The students will understand the distinction between voluntary organizations and NGOs and also role of NGOs in Rural Development.                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                  |       |
| <b>CO2:</b> The students will understand the approaches and different kinds of companies' participation under CSR to develop rural sector.                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                  |       |
| <b>CO3:</b> The students will have a clear idea about different kinds of funding agencies for NGO's nationally and internationally.                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                  |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                    | Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                  |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Concept of Voluntary Action:</b> Non-Governmental Organizations: Meaning, Definition, Different types of NGO's– NGOs and Development Functionaries – Distinction between Voluntary Organizations and Non Governmental Organizations – Role of NGOs in Rural Development - Interface between NGOs and GOs: Role Transformation of NGOs and Withdrawals strategies.                                                                                            |                                  |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Registration of NGOs:</b> Societies Registration Act of 2001 – Memorandum of Association – Rules and Regulations, General Body, Governing Body - Powers – Duties – Tenure of Office – Funds – Income Tax Exemptions – Winding up of NGOs; NGO Registration under Foreign Contribution Regulation Act (FCRA) – Guidelines and Procedure.                                                                                                                      |                                  |       |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Corporate Sector and Rural Development:</b> Corporate Social Responsibility: Meaning, Definition, Concept of Corporate Social Responsibility (CSR), Approaches to CSR,Potential business benefits,CSR: Initiatives and Examples- Anand Corporate Service Ltd, APTECH Ltd, ICICI Bank Ltd, Infosys technologies Ltd, Mahindra & Mahindra and Larsen & Toubro (L&T) Ltd.Role of Corporate Social Responsibility sector in Rural Development, Criticism on CSR. |                                  |       |
| 4                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Funding Agencies for NGOs - Problems and Prospects:</b> Council for Advancement of Peoples Action and Rural Technology (CAPART) – International Donor Agencies: Department For International Development (DFID) –Bread for the World (BFW) – Humanist Organization for Social Change (HIVOS) – United Nations Development Programme (UNDP), Role of NGOs in Women Empowerment and Disabilities Sector- Problems and Prospects of NGOs.                       |                                  |       |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Strategic Planning among NGOs – Need and Significance:</b> Individual Behavior, Personality, Functions and Conflict, Sources of Frustration – Coping Devices of Individual Behavior, Repression,Rationalization, Sublimation and Goal substitution; Role Concepts – Social Institutions, Personal of Institutions, The Nature of Role, Social Rules,Components of roles, Role Satisfaction.                                                                  |                                  |       |

**Reference Books:**

| Sr. No. | Name of the Author | Title of the Book                                                                                                        | Year Edition | Publisher Company                                |
|---------|--------------------|--------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------|
| 2       | John Farrington    | Non- governmental organization and the State in Asia: Rethinking roles in sustainable agricultural Development.          | 2014         | Taylor and Francis                               |
| 3       | Mark A Robinson    | Evaluating the impact of NGOs in Rural poverty alleviation: Indian country study, overseas Development Institute, London | 1991         | Overseas Development Institute, Regent's College |

**Online Resources:**

| Online Resources | Website address                                                                                                                                                               |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                | - <a href="https://www.mapsofindia.com/my-india/india/ngos-and-rural-development-in-india">https://www.mapsofindia.com/my-india/india/ngos-and-rural-development-in-india</a> |
| 2                | - <a href="https://www.ssrn.com/abstract=2178989">https://www.ssrn.com/abstract=2178989</a>                                                                                   |
| 3                | - <a href="http://imrda.bharativedyapeeth.edu/media/pdf/page_no_114_to_220.pdf">http://imrda.bharativedyapeeth.edu/media/pdf/page_no_114_to_220.pdf</a>                       |

| Programme: BBA CBCS– Revised Syllabus w.e.f.- Year2023 –2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                               |                       |       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Course Code                                                                                                                                                                                                                                                                                                   | Course Title          |       |
| I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 107                                                                                                                                                                                                                                                                                                           | Community Work - I    |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                               | Dr. Vijay Phalke_IMED |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Credits                                                                                                                                                                                                                                                                                                       | Evaluation            | Marks |
| VBC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 1                                                                                                                                                                                                                                                                                                             | IA                    | 100   |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                               |                       |       |
| <ul style="list-style-type: none"> <li>To understand the role of Government in Education, Slums, Environmental awareness, etc.</li> <li>To make students aware about various NGOs working towards Education, Slums, Environmental awareness, etc.</li> <li>To create a sense of empathy, sensitivity towards unprivileged elements of the society.</li> <li>To create an urge in the students in contributing towards community development.</li> <li>To encourage students to adopt practices contributing to less carbon footprints.</li> <li>To have holistic development of students through societal inclusion feeling</li> <li>To create a responsible citizen who thinks of societal development along with their own development and betterment.</li> </ul> |                                                                                                                                                                                                                                                                                                               |                       |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                               |                       |       |
| <p>After completing the course the students shall be able to</p> <p>CO1: Understand the role of Government in Education, Slums, Environmental awareness, etc.</p> <p>CO2: Increase awareness about various NGOs working towards Education, Slums, Environmental awareness, etc.</p> <p>CO3: Create a sense of empathy, sensitivity towards unprivileged elements of the society. CO4: Contribute meaningfully towards community development</p> <p>CO5: Adopt practices that are contributing to less carbon footprints.</p> <p>CO6: Develop holistically and become a responsible citizen of the country.</p>                                                                                                                                                      |                                                                                                                                                                                                                                                                                                               |                       |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Sub Unit                                                                                                                                                                                                                                                                                                      |                       |       |
| <b>1 Community work through Education</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Teaching at Schools, Teaching at Orphanages, Teaching to poor children, study the role of government in the education sector study the NGOs particularly working in education sector                                                                                                                          |                       |       |
| <b>2 Community Work for Slums</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Learn the government facilities ,NGOs which are working for the slums and try to connect any NGO                                                                                                                                                                                                              |                       |       |
| <b>3 Community Work for Environment</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Role of Govt. and NGOs which are working to save the environment, Initiatives like Clean your city drive, Cycle day, Awareness of Dry and wet waste classification, Tree Plantation Drive, Environment awareness activities etc.                                                                              |                       |       |
| <b>4 COMMUNITY HOURS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Participate in community service trips/events organized at institute, state level etc , Volunteer at events like fundraising activities, fairs, festivals, slums, non- profit organization etc, Submit a report on a particular type of Community Work Through Entrepreneurship Development (CWTED) activity. |                       |       |



**Reference Books:**

| Sr. No. | Name of the Author                  | Title of the Book                                   | Year Edition | Publisher |
|---------|-------------------------------------|-----------------------------------------------------|--------------|-----------|
| 1       | Rhonda Phillips, Rtrebo<br>niooti P | An Introduction to<br>Community<br>Development      | 2014         |           |
| 2       | Manohar S. Pawar                    | Community<br>Development in Asia<br>and The Pacific | 200          |           |

**Online Resources:**

| Online Resources No. | Website address                                                                                                                                                                                                                       |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                    | <a href="https://community-wealth.org/sites/clone.community-wealth.org/files/downloads/tool-enterprise-directory.pdf">https://community-wealth.org/sites/clone.community-wealth.org/files/downloads/tool-enterprise-directory.pdf</a> |
| 2                    | <a href="https://www.ahaprocess.com/solutions/community/events-resources/free-resources/">https://www.ahaprocess.com/solutions/community/events-resources/free-resources/</a>                                                         |

| Programme: BBA CBCS–Revised Syllabus w.e.f.-Year 2023–2024                                                                                                                                                                                                                                                                                                 |                                            |                                        |       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|----------------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                   | Course Code                                | Course Title                           |       |
| I                                                                                                                                                                                                                                                                                                                                                          | 108                                        | Indian Ethos for Leadership Excellence |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                |                                            | Dr.Shyam Shukla_IMED                   |       |
| Type                                                                                                                                                                                                                                                                                                                                                       | Credits                                    | Evaluation                             | Marks |
| VBC                                                                                                                                                                                                                                                                                                                                                        | 1                                          | IA                                     | 100   |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                  |                                            |                                        |       |
| <ul style="list-style-type: none"> <li>To impart knowledge on the ethical values that helps in creating excellent business leaders.</li> <li>To study the ethical ways of managing the business through the learnings from Bhagwat Geeta and great ruler like Shri Chhatrapati Shivaji Maharaj</li> <li>To study resource management techniques</li> </ul> |                                            |                                        |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                    |                                            |                                        |       |
| <p>After successful completion of the course the learner will be able to CO1: Provide ethical and excellent leadership to an organization</p> <p>CO2: Manage the business activities by following the ethical ways of doing business. CO3: Manage and allocate resources in an optimum manner</p>                                                          |                                            |                                        |       |
| Unit                                                                                                                                                                                                                                                                                                                                                       | Sub Unit                                   |                                        |       |
| 1                                                                                                                                                                                                                                                                                                                                                          | Bhagwad Gita Tata Group – A case study     |                                        |       |
| 2                                                                                                                                                                                                                                                                                                                                                          | Tata Group – A case study                  |                                        |       |
| 3                                                                                                                                                                                                                                                                                                                                                          | Shri Chatrapti Shivaji Maharaj- The Legend |                                        |       |
| 4                                                                                                                                                                                                                                                                                                                                                          | Mahatma Gandhi                             |                                        |       |

**Reference Books**

| Sr. No. | Name of the Author | Title of the Book                           | Year Edition   | Publisher Company     |
|---------|--------------------|---------------------------------------------|----------------|-----------------------|
| 1       | Gita Press         | Srimad Bhagwad Gita                         | 1 January 2015 | Geeta Press Gorakhpur |
| 2       | HBR                | Tata Group Harvard Case Solution & Analysis |                | HBR                   |

**Online Resources**

| Online Resources No. | Website address                                                                                   |
|----------------------|---------------------------------------------------------------------------------------------------|
| 1                    | <a href="https://totallyhistory.com/world-history/">https://totallyhistory.com/world-history/</a> |

**MOOCs:**

| Resources No. | Website address                                                                                                                                                                                      |
|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1             | <a href="https://www.mooc.org">https://www.mooc.org</a>                                                                                                                                              |
| 2             | Swayam                                                                                                                                                                                               |
| 3             | Ethical Leadership In A Changing World <a href="https://www.my-mooc.com/en/mooc/ethical-leadership-in-a-changing-world/">https://www.my-mooc.com/en/mooc/ethical-leadership-in-a-changing-world/</a> |

## BBA SEMESTER II

| Programme: BBA CBCS–Revised Syllabus w.e.f.-Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                     |                             |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Course Code                                                                                                                                                                                                                                                                                                                                                         | Course Title                |       |
| II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 201                                                                                                                                                                                                                                                                                                                                                                 | Business Environment        |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                     | Dr. Pralhad K. Mudalkar_IMK |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Credits                                                                                                                                                                                                                                                                                                                                                             | Evaluation                  | Marks |
| DSC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 03                                                                                                                                                                                                                                                                                                                                                                  | IE:UE                       | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                     |                             |       |
| <ul style="list-style-type: none"> <li>To understand basic concepts of Business Environment.</li> <li>To enable students to understand business and society.</li> <li>To enable students to discuss the contemporary issues in business.</li> <li>To enable students to examine and evaluate business in International Environment.</li> </ul>                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                     |                             |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                     |                             |       |
| <p>CO1: Students would be acquainted with business objectives, dynamics of business and environment, various types of business environment and its analysis.</p> <p>CO2: Students would describe and discuss Corporate Social Responsibility, Corporate Governance and Social Audit.</p> <p>CO3: Students would be acquainted with various strategies of Global Trade. They would also discuss Foreign Trade in India, Foreign Direct Investments and its implications on Indian Industries.</p> |                                                                                                                                                                                                                                                                                                                                                                     |                             |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Contents                                                                                                                                                                                                                                                                                                                                                            |                             |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Introduction to Business Environment:</b> Business Environment – Concept – Significance –Factors - Internal and external environment, micro environment, macro environment. -Types of environment. – Environmental influence on Business.                                                                                                                        |                             |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Economic and Political Environment:</b> Economic Environment: Nature of economy, structure of the economy, economic policies, economic conditions.Political Environment: Economic roles of the government, government and legal environment, economic roles of government of India.                                                                              |                             |       |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Technological and Social Environment:</b> Technological Environment: Concept and significance of technological environment, regulation of foreign investment and collaboration. Social Environment: Business and society, business and culture, language, culture and organizational behaviour, other social/cultural factors, social responsibility of business |                             |       |
| 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Financial and Legal Environment:</b> Financial Environment - Financial System – Commercial banks - Financial Institutions – RBI- Stock Exchange.Legal Environment of Business – Implementation s on business – Corporate Governance.                                                                                                                             |                             |       |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Global Environmen t:</b> Global Trends in Business and Management - MNCs - Importance, Advantages and Weakness of MNCs - Foreign Capital and Collaboratio n - Trends in Indian Industry.                                                                                                                                                                         |                             |       |

**Reference Books**

| Sr. No. | Name of the Author   | Title of the Book                           | Year Edition | Publisher Company         |
|---------|----------------------|---------------------------------------------|--------------|---------------------------|
| 1       | Francis Cherunilam   | Business Environment                        | 2010         | Himalaya Publishing House |
| 2       | K. Aswathappa        | Essential of Business Environment           | 2017         | Himalaya Publishing House |
| 3       | Sherlekar S.A.       | Modern Business Organization and Management | 2016         | Himalaya Publishing House |
| 4       | A.C. Fernando        | Business Environment                        | 2011         | Pearson Education India   |
| 5       | Prof.M.B.Shukla      | Business environment text and cases         | 2012         | Taxmann's                 |
| 6       | Veena Keshav Pailwar | Business Environment                        | 2014         | PHI Learning Pvt. Ltd.    |

**Online Resources**

| Online Resources No. | Website address                                                                                       |
|----------------------|-------------------------------------------------------------------------------------------------------|
| 1                    | <a href="http://www.managementstudyguide.com">www.managementstudyguide.com</a>                        |
| 2                    | <a href="https://www.youtube.com/watch?v=vfNGr5gCbdw">https://www.youtube.com/watch?v=vfNGr5gCbdw</a> |
| 3                    | <a href="https://www.youtube.com/watch?v=2YFf6hiTcXE">https://www.youtube.com/watch?v=2YFf6hiTcXE</a> |
| 4                    | <a href="https://www.youtube.com/watch?v=xCff_WC6se4">https://www.youtube.com/watch?v=xCff_WC6se4</a> |

**MOOCs:**

| Resources No. | Website address                                |
|---------------|------------------------------------------------|
| 1             | <a href="http://www.mooc.org">www.mooc.org</a> |
| 2             | Swayam                                         |

| Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023 –2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                      |                            |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Course Code                                                                                                                                                                                                                                                                                                                                                                                          | Course Title               |       |
| II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 202                                                                                                                                                                                                                                                                                                                                                                                                  | Business Communication     |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                      | Dr. Shraddha Vernekar_IMED |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Credits                                                                                                                                                                                                                                                                                                                                                                                              | Evaluation                 | Marks |
| AEC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 3                                                                                                                                                                                                                                                                                                                                                                                                    | IE:UE                      | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                      |                            |       |
| <ul style="list-style-type: none"> <li>To provide an Outline of effective organization communication</li> <li>To introduce the learner to the objectives of business communication</li> <li>To develop the students to acquire necessary skills of Business Etiquettes for handling day to-day managerial responsibilities and evaluate the facilitators of business Communication.</li> <li>To develop important skills such as critical thinking, problem-solving, and essentials of communication skills in any organization setting.</li> <li>To recognize the significance of identifying the target audience and the communication's objective, and choose the best communication channels.</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                                      |                            |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                      |                            |       |
| <p>After completing the course the students shall be able to</p> <p>CO1: Student should be able to understand the basic concepts of communication and transform their communication abilities.</p> <p>CO2: The students should be able to demonstrate effective business writing techniques. CO3: The student should be able to pick the right organizational formats and channels to employ when creating and delivering business messages.</p> <p>CO4: The student should be able to grasp both verbal - nonverbal signs and create visually appealing content.</p> <p>CO5: Deliver an effective oral business presentation.</p>                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                      |                            |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Sub Unit                                                                                                                                                                                                                                                                                                                                                                                             |                            |       |
| <b>1 Introduction to Business Communication</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Introduction, Essentials of Business Communication, Role of Communication in Organizational Effectiveness, Basic Forms of Communication, Process of Communication, Barriers to Effective Communication and ways to overcome them. Principles of Effective Business Communication- 7C 's, Organizational Communication, Flow of Communication in Organization, Guidelines for Effective Communication |                            |       |
| <b>2 Verbal &amp; Nonverbal Communication in Organization</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Verbal and Non verbal Communication, Importance of Non verbal Communication, Advantages of Verbal Communication, Perspectives in Communication: Introduction, Visual Perception, Language, Other factors affecting our perspective - Past Experiences, Prejudices, Feelings, Environment                                                                                                             |                            |       |

|                                                |                                                                                                                                                                                                                                                                                                                                                                           |
|------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>3 Business Correspondence</b>               | General Principles of Writing, Meeting - Agenda, Notice, Minutes, Office Memorandum, Office Orders, Press Release, Business Letter Writing -Need, functions & kinds, layout of letter writing, Types of letter writing, Writing Resume, Job Application letter, Report writing, Types of Business Reports, Format of Business Reports.                                    |
| <b>4 Speaking Skills</b>                       | Spoken skills, Dealing with Fears, Presentation skills, Oral presentation, Techniques for effective presentations, Individual and group presentation, Qualities of Skillful Presenter, Debates, Speeches, Interview, Group Discussion, Para language, Exercise for oral Communication, Use of Phonetics in Business Communication                                         |
| <b>5 Reading Skills &amp; Listening Skills</b> | Listening: Importance of Listening, Types of Listening, Barriers to Listening and overcoming them, listening situations, Developing Listening Skills, Active Listening, Becoming an Active Listener, Listening in Difficult Situations. Reading Skills for effective business communication, Types of reading, Techniques of Reading, Exercises to improve Reading Skills |

**Reference Books:**

| Sr. No. | Name of the Author               | Title of the Book                    | Publisher                    |
|---------|----------------------------------|--------------------------------------|------------------------------|
| 01      | N Gupta & K Jain                 | Business Communication               | Sahitya Bhawan Publication   |
| 02      | V. K. Jain & O Biyani            | Business Communication               | S Chand                      |
| 03      | Urmila Rai and S. M Rai          | Effective Communication              | Himalaya Publishing House    |
| 04      | Shirley Taylor                   | Communication for Business           | Pearson Education, New Delhi |
| 05      | Rajendra Pal and J. S. Korlhalli | Essentials of Business Communication | Sultan Chand & Sons          |
| 06      | Scott Mclean                     | Business Communication for success   | Flat World Knowledge         |

**Online Resources:**

| Online Resource No. | Website address                                                                                                                                                                                                                                                                                                                                                                |
|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                   | <a href="http://www.notesdesk.com/notes/business-communications/business-communication-andits-types/">http://www.notesdesk.com/notes/business-communications/business-communication-andits-types/</a> MOOCs: <a href="https://swayam.gov.in/">https://swayam.gov.in/</a> <a href="https://alison.com/">https://alison.com/</a> <a href="https://edX.com/">https://edX.com/</a> |

**MOOCs:**

| Resource No. | Website address                                                                                                                                                                                        |
|--------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1            | <a href="https://swayam.gov.in/">https://swayam.gov.in/</a>                                                                                                                                            |
| 2            | <a href="https://alison.com/">https://alison.com/</a>                                                                                                                                                  |
| 3            | <a href="https://www.edx.org/course/business-communications-ubcx-bus2x">https://www.edx.org/course/business-communications-ubcx-bus2x</a><br><a href="https://Coursera.com/">https://Coursera.com/</a> |
| 4            | <a href="https://www.coursera.org/courses?languages=en&amp;query=business%20communication">https://www.coursera.org/courses?languages=en&amp;query=business%20communication</a>                        |

| Programme: BBA CBCS–Revised Syllabus w.e.f.-Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                 |                 |       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Course Code                                                                                                                                                                                                                                                     | Course Title    |       |
| II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 203                                                                                                                                                                                                                                                             | Macro Economics |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                 | Neetu Jain_IMR  |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Credits                                                                                                                                                                                                                                                         | Evaluation      | Marks |
| DSC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 03                                                                                                                                                                                                                                                              | IE:UE           | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                 |                 |       |
| <ul style="list-style-type: none"> <li>To Study the behavior and working of the economy as a whole</li> <li>To Study relationships among broad aggregates</li> <li>To apply economic reasoning to problems of business and public policy</li> </ul>                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                 |                 |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                 |                 |       |
| CO1: Remember management concepts, theories, models and key business terms.<br>CO2: Understand management principles and practices in the organizational context, to achieve organizational goals.<br>CO3: Apply optimum solutions to problems in the field of Business Management.<br>CO4: Use sustainable and ethical business practices in the Contemporary business scenario.<br>CO5: Analyze the need for and engage in lifelong learning in the field of business management.<br>CO6: Evaluate entrepreneurial opportunities and leverage the knowledge in starting and managing a business enterprise. |                                                                                                                                                                                                                                                                 |                 |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Sub units                                                                                                                                                                                                                                                       |                 |       |
| <b>1 Basic Concept of Macro Economics</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Definition, Nature and Scope, Importance and Limitations of Macroeconomics, Macro economic variables.                                                                                                                                                           |                 |       |
| <b>2 National Income Accounting:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Circular Flow of Income (Four Sector Model), Measurement of National Income, Stock and flow, Gross Domestic Product (GDP), Gross National Product (GNP), Net Domestic Product (NDP), Net National Product (NNP), Personal Income and Personal Disposable Income |                 |       |
| <b>3 Theory of Income and Employment</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Classical Theory of Income and Employment, Say's Law of Market, Keynesian Theory of Income and Employment, Components of Aggregate Demand and Aggregate Supply, Investment Multiplier.                                                                          |                 |       |
| <b>4 Money:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Money: Functions of Money, Quantity Theory of Money, Determination of money supply and demand. Business Cycle: Nature, Characteristics and Phases of Business Cycle, Inflation and Deflation: Meaning, Causes and Control                                       |                 |       |
| <b>5 Macro-Economic Policies:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Monetary Policy – Objectives and Instruments, Fiscal Policy - Objectives and Instruments                                                                                                                                                                        |                 |       |



**Reference Books**

| Sr. No.          | Name of the Author | Title of the Book                  | Year Edition | Publisher Company           |
|------------------|--------------------|------------------------------------|--------------|-----------------------------|
| 1.National       | Ahuja H. L.        | Macro Economy: Theory and Policies | 2006         | S Chand and Co, New Delhi   |
| 2. National      | D. N. Dwivedi      | Macro Economy                      | 2006         | Tata McGraw Hill, New Delhi |
| 3.National       | Samuelson          | Economics                          | 2007         | Tata McGraw Hill, New Delhi |
| 4.International  | DornbuschRudiger   | Macro Economics                    | 2004         | Tata McGraw Hill, New Delhi |
| 5.International  | Eugene Diulio      | Macro Economics                    | 1998         | Tata McGraw Hill, New Delhi |
| 6. International | Alex M. Thomas     | Macroeconomics An Introduction     | 2021         | Cambridge University Press  |

**Online Resources**

| Online Resources No. | Website address                                                                                                               |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------|
| 1                    | <a href="https://www.investopedia.com/terms/m/macroeconomics.asp">https://www.investopedia.com/terms/m/macroeconomics.asp</a> |

**MOOCs:**

| Resources No. | Website address                                             |
|---------------|-------------------------------------------------------------|
| 1             | <a href="https://www.mooc.org">https://www.mooc.org</a>     |
| 2             | <a href="https://swayam.gov.in/">https://swayam.gov.in/</a> |

| Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023 –2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                         |                               |       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Course Code                                                                                                                                                                                                             | Course Title                  |       |
| II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 204                                                                                                                                                                                                                     | Cost Accounting               |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                         | Dr. Sonali Dharmadhikari_IMED |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Credits                                                                                                                                                                                                                 | Evaluation                    | Marks |
| DSC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 3                                                                                                                                                                                                                       | IE:UE                         | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                         |                               |       |
| <ul style="list-style-type: none"> <li>To impart knowledge about basic cost concepts and elements of cost.</li> <li>To orient about preparation of Cost Sheet</li> <li>To provide basic knowledge of budgetary Control and preparation of Flexible and Cash Budget</li> <li>To facilitate usage of Marginal Costing for Decision Making</li> <li>To orient students about importance of standard costing and calculation of Variances and their analysis.</li> <li>To encourage the students to opt for Entrepreneurship as a career option in Cost and Management Accounting</li> </ul> |                                                                                                                                                                                                                         |                               |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                         |                               |       |
| <p>After completing the course the students shall be able to</p> <p>CO1: Learners will able to demonstrate an understanding of the fundamentals of Cost Accounting Principles</p> <p>CO2: Preparation of Cost Sheet and ascertainment of cost</p> <p>CO3: Application of Technique of Budgetary Control and Standard Costing CO4: Using Marginal Costing for decision making</p> <p>CO5: Identify entrepreneurial opportunities and leverage the knowledge of Cost and Management Accounting in starting and managing a business enterprise</p>                                          |                                                                                                                                                                                                                         |                               |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Sub Unit                                                                                                                                                                                                                |                               |       |
| 1.Introduction to Cost Accounting                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Nature, Scope and Objectives of Cost Accounting Distinction between Financial Accounting and Cost Accounting Basic concepts of Cost Accounting: Cost Centre, Cost Unit etc. Role of a Cost accountant in an rganization |                               |       |
| 2. Elements of Cost and Cost Sheet                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Elements of Cost<br>Classification of Costs.<br>Preparation of Cost Sheet                                                                                                                                               |                               |       |
| 3. Budgetary Control                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Meaning and objectives of Budget, Definition, Meaning and objectives of Budgetary control, Advantages and disadvantages of Budgetary Control, Types of Budget, Preparation of flexible budget and cash budget.          |                               |       |
| 4. Marginal Costing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Definition and Meaning of Marginal Cost and Marginal Costing, Importance and Limitations of Marginal Costing, Contribution, P/V Ratio, Break Event Point, Margin of Safety, Cost Volume Profit Analysis                 |                               |       |
| 5. Standard Costing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Definition and Meaning of Standard Costing, Advantages and Limitations of Standard Costing, Variance Analysis – Material and labour Variances Reasons of Material and Labour Variances                                  |                               |       |

**Reference Books:**

| Sr. No. | Name of the Author                              | Title of the Book                        | Year Edition | Publisher Company                            |
|---------|-------------------------------------------------|------------------------------------------|--------------|----------------------------------------------|
| 1       | S. N. Maheshwari                                | Fundamentals of Cost Accounting          | 2009         | Sultan Chand & Sons                          |
| 2       | V. Rajasekaran                                  | Cost Accounting                          | 2010         | Pearson Education India                      |
| 3       | P. Periasamy                                    | Financial Cost And Management Accounting | 2014         | Himalaya Publishing House                    |
| 4       | M.N. Arora                                      | Cost And Management Accounting           | 2021         | Vikas Publishing House                       |
| 5       | Mitchell Franklin, Patty Graybeal, Dixon Cooper | Principles of Accounting                 | 2019         | 12th Media Services                          |
| 6       | Mike Piper                                      | Accounting Made Simple                   | 2017         | Create Space Independent Publishing Platform |

**Online Resources**

| Online Resources No. | Web site address                                                                                                                                |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                    | <a href="https://icmai.in/icmai/">https://icmai.in/icmai/</a>                                                                                   |
| 2                    | <a href="https://www.edx.org/learn/cost-accounting">https://www.edx.org/learn/cost-accounting</a>                                               |
| 3                    | <a href="https://www.classcentral.com/course/swayam-cost-accounting-13968">https://www.classcentral.com/course/swayam-cost-accounting-13968</a> |

**MOOCs:**

| Resources No. | Web site address                                                                                                                                  |
|---------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| 1             | <a href="https://onlinecourses.nptel.ac.in/noc20_mg53/preview">https://onlinecourses.nptel.ac.in/noc20_mg53/preview</a> : Cost Accounting         |
| 2             | <a href="https://www.coursera.org/courses?query=cost%20accounting">https://www.coursera.org/courses?query=cost%20accounting</a> : Cost Accounting |
| 3             | <a href="https://www.udemy.com/topic/cost-accounting/">https://www.udemy.com/topic/cost-accounting/</a> : Cost Accounting                         |

| Programme: BBA CBCS–Revised Syllabus w.e.f.-Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                       |                     |       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Course Code                                                                                                                                                                                                                                           | Course Title        |       |
| II                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 205                                                                                                                                                                                                                                                   | Business Statistics |       |
| Prepared by                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                       | Dr. Indurani_IMR    |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Credits                                                                                                                                                                                                                                               | Evaluation          | Marks |
| DSC                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 3                                                                                                                                                                                                                                                     | IE:UE               | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                       |                     |       |
| <ul style="list-style-type: none"> <li>To familiarize the students with the basic statistical tools and their application in business decision-making.</li> <li>To develop the quantitative skills of the students so as to make them skilled at understanding data, comparing two or more datasets and predicting business data etc.</li> <li>To make the learner familiar with the processes needed to develop, report, and analyze business data.</li> </ul> |                                                                                                                                                                                                                                                       |                     |       |
| <b>Courses Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                       |                     |       |
| After completing the course the students shall be able to<br>CO1: Students will be able to solve problems in Statistics using appropriate concepts<br>CO2: Students will be able to effectively apply the statistical tools for business applications                                                                                                                                                                                                           |                                                                                                                                                                                                                                                       |                     |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Sub Unit                                                                                                                                                                                                                                              |                     |       |
| <b>Unit - I</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Measures of Central Tendency:<br>Arithmetic mean, median, Mode, Examples on Individual data, Ungroup ed data, and Grouped data.<br>Examples on missing frequency                                                                                      |                     |       |
| <b>Unit- II</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Measures of Dispersion: Range, quartile deviation, mean deviation, standard deviation, variance. Examples on Individual data, Ungrouped data, and Grouped data Correlation                                                                            |                     |       |
| <b>Unit- III</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                | Correlation Analysis: Meaning of correlation, Types of correlation, Methods of studying correlation, scatter diagram, Karl Pearson's coefficient of Correlation, Rank Correlation                                                                     |                     |       |
| <b>Unit- IV</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Regression Analysis: Meaning and applications, Lines of regression, regression coefficients, Business applications, Distinction between Correlation and regression, working examples                                                                  |                     |       |
| <b>Unit- V</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Probability: Basic Concepts in probability, definition of probability, random experiment, sample space, independent events, mutually exclusive events, conditional probability, Baye's Theorem. Examples on throwing die, tossing coin, playing cards |                     |       |

**Reference Books:**

| Sr. No. | Name of the Author                | Title of the Book   | YearEditi | Publisher Company          |
|---------|-----------------------------------|---------------------|-----------|----------------------------|
| 1       | S.P.Gupta                         | Business Statistics | 2016      | Himalaya Publishing House  |
| 2       | Robert S. Witte,<br>John S. Witte | Statistics          | 2014      | John Wiley & Sons          |
| 3       | B.L.Agarwal                       | Basic Statistics    | 2013      | New Age International Ltd. |

|   |                                            |                                                               |      |                              |
|---|--------------------------------------------|---------------------------------------------------------------|------|------------------------------|
| 4 | B.V.Gnedenko,<br>A.YaKinchin,<br>W.R.Stahi | An elementary<br>Introduction to the theory<br>of Probability | 2014 | Martino Fine Books           |
| 5 | Boris V.Gnedenko                           | Theory of Probability                                         | 2020 | CRC Press                    |
| 6 | S.C.Gupta                                  | Fundamentals of Statistics                                    | 2018 | Himalaya Publishing<br>House |

### Online Resources

| Online Resources No | Website address                                                                   |
|---------------------|-----------------------------------------------------------------------------------|
| 1                   | <a href="http://www.yourarticlelibrary.com">http://www.yourarticlelibrary.com</a> |
| 2                   | <a href="https://en.wikipedia.org">https://en.wikipedia.org</a>                   |
| 3                   | <a href="https://managementhelp.org">https://managementhelp.org</a>               |
| 4                   | <a href="https://www.cleverism.com">https://www.cleverism.com</a>                 |
| 5                   | <a href="https://commcermates.com">https://commcermates.com</a>                   |

### MOOCs:

| Resources No | Websiteaddress                                           |
|--------------|----------------------------------------------------------|
| 1            | <a href="http://www.swayam.gov.in">www.swayam.gov.in</a> |
| 2            | <a href="http://www.udemy.com">www.udemy.com</a>         |
| 3            | <a href="http://www.coursera.org">www.coursera.org</a>   |

| Programme: BBA 2022- Revised Syllabus w.e.f. - Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Course Code                                                                                                                                                                                                                                                                                                                                                                                                                           | Course Title         |       |
| II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 206                                                                                                                                                                                                                                                                                                                                                                                                                                   | Business Ethics      |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                       | Dr. Pravin Mane_IMED |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Credits                                                                                                                                                                                                                                                                                                                                                                                                                               | Evaluation           | Marks |
| DSC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 3                                                                                                                                                                                                                                                                                                                                                                                                                                     | IA                   | 100   |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |       |
| <ul style="list-style-type: none"> <li>To examine the ethical dimensions of business activities.</li> <li>To study ethical principles and standards.</li> <li>To understand the applications of ethical and corporate Governance principles</li> <li>To impart knowledge about “what rules guide firms” related to ethical principles and standards.</li> </ul>                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |       |
| <p>At the successful completion of the course the learner will be able to</p> <p>CO1: Expose students to the individual reasoning processes of others when resolving ethical dilemmas.</p> <p>CO2: Examine the consequences of unethical and ethical business decisions. CO3: Relate the issues of an ethical controversy in business to moral philosophy, corporate culture, and social responsibility.</p> <p>CO4: Interpret ethical rules as related to business situations.</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |       |
| Unit No                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Unit Details                                                                                                                                                                                                                                                                                                                                                                                                                          |                      |       |
| <b>1 Introduction to Business Ethics</b>                                                                                                                                                                                                                                                                                                                                                                                                                                            | Definition, Meaning, nature of ethics, meaning of moral values and ethics, types of ethics, importance of ethics, business ethics – meaning and nature, importance of ethics in business, meaning of functional ethics, types of ethics according to functions of business – marketing ethics, foreign trade ethics and ethics relating to copyright.                                                                                 |                      |       |
| <b>2 Application of Ethical theories in business</b>                                                                                                                                                                                                                                                                                                                                                                                                                                | Ethical decision making: decision making: utilitarianism, Deontology, virtue ethics (Aristotle), importance and relevance of Trusteeship Principle in modern Business, ethical issues in Finance, ethics in advertising.                                                                                                                                                                                                              |                      |       |
| <b>3 Introduction to corporate governance</b>                                                                                                                                                                                                                                                                                                                                                                                                                                       | Definition and conceptual framework of corporate Governance, business Ethics –an important dimension to corporate Governance, Fair and unfair Practices. Mechanism – Corporate Governance System, Indian Model of Governance, Obligation towards society and stakeholders. Emphasis on Corporate Governance (Transparency, Accountability and Empowerment)                                                                            |                      |       |
| <b>4 Genesis and implementation of corporate Governance in India</b>                                                                                                                                                                                                                                                                                                                                                                                                                | Introduction principles – Good Governance in Ancient India, Protection of Interest of customers and Investors, Historical Perspective of corporate Governance and Issues in Corporate Governance. Values: meaning, types and Value system in Business. Implementation of Corporate Governance: Role of board of Directors and board structure, SEBI Growth of Corporate Governance, Role of Government, Corporate Governance and CSR, |                      |       |
| <b>5 Global Scenario</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Business Ethics in Global Economy Ethics in context of Global Economy, ethics, and Business Development, Role of Business Ethics in Building a civilized society, corporate governance and issues Related to scams. <b>Corruption:</b> Meaning, causes and effects. Frauds and scams in Banks, insurance companies, Financial Institutions, Measures to overcome fraud and corruption, Zero Tolerance of corruption.                  |                      |       |

**Reference Books:**

| Sr. No. | Name of the Author          | Title of the Book                                           | Year of Edition | Publisher                                        |
|---------|-----------------------------|-------------------------------------------------------------|-----------------|--------------------------------------------------|
| 01      | Fraedrich,& Ferrell         | Business ethics: Ethical Decision Making & cases            | 2015            | Cengage Learning                                 |
| 02      | Robert Almeder              | Business ethics                                             | 2001            | Corporate values and society-James Humber        |
| 03      | Robert E . Federick         | Companion to Business Ethics                                | 2017            | Blackwell publishers limited, UK                 |
| 04      | J.P.Mahajan                 | Management : theory and practice                            | 2011            | Ane books Pvt. Ltd. Daryaganj, Delhi             |
| 05      | Ananda Das Gupta            | Business Ethics: Text and cases from the Indian Perspective | 2013            | Springer                                         |
| 06      | K.Viyyanna Rao, G.Naga Raju | Business Ethics and Corporate Governance                    | 2017            | I.K. International Publishing House Pvt. Limited |

**Online Resources:**

| Online Resource No. | Website address                                                                                                                                                                   |
|---------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                   | <a href="https://www.ethicssage.com/ethics-resources.html">https://www.ethicssage.com/ethics-resources.html</a>                                                                   |
| 2                   | <a href="https://maag.guides.ysu.edu/businessethics/web">https://maag.guides.ysu.edu/businessethics/web</a>                                                                       |
| 3                   | <a href="https://www.researchgate.net/publication/226607374businessethicsresources">https://www.researchgate.net/publication/226607374businessethicsresources</a> on the internet |

**MOOCs:**

| Resource No. | Website address                                                 |
|--------------|-----------------------------------------------------------------|
| 1            | <a href="http://www.udemy.com">www.udemy.com</a>                |
| 2            | <a href="https://www.coursera.org">https://www.coursera.org</a> |
| 3            | my-mooc.com                                                     |

| Programme: BBA CBCS–Revised Syllabus w.e.f.-Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                       |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Course Title          |       |
| II                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 207                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Universal Human Value |       |
| Prepared by                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Dr. Shyam Shukla_IMED |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Credits                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Evaluation            | Marks |
| VBC                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | IA                    | 100   |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                       |       |
| <ul style="list-style-type: none"> <li>To orient students about basic Human Aspirations</li> <li>To facilitate students to understand the essential complementarity between 'VALUES' and 'SKILLS'</li> <li>To develop Holistic perspective among students towards life and profession based on a correct understanding of the Human reality and the rest of existence.</li> <li>To orient students role of a human being in ensuring harmony in society and nature</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                       |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                       |       |
| At the successful completion of the course the learner will be able to                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                       |       |
| CO1: Understand the importance of value education and can apply in their personal and professional life                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                       |       |
| CO2: Distinguish between values and skills, happiness and accumulation of physical facilities, the Self and the Body, Intention and Competence of an individual, etc.                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                       |       |
| CO3: Analyze the value of harmonious relationship based on trust and respect in their life and profession                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                       |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Unit Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                       |       |
| <b>I<br/>Introduction<br/>: Value Education, Basic Human Aspiration, its fulfillment through All encompassing Resolution</b>                                                                                                                                                                                                                                                                                                                                                  | Need for Value Education, Guidelines for Value Education and Importance of Value Education Concept of Values and Skills. The basic human aspirations and their fulfillment through Right understanding and Resolution, Right understanding and Resolution as the activities of the Self, Self being central to Human Existence; All- encompassing Resolution for a Human Being, its details and solution of problems in the light of Resolution                                                                                                                                                                                            |                       |       |
| <b>Right Understanding (Knowing) Knower, Known &amp; the Process</b>                                                                                                                                                                                                                                                                                                                                                                                                          | The domain of Right Understanding starting from understanding the human being (the knower, the experiencer and the doer) and extending up to understanding nature/existence –its interconnectedness and co-existence; and Finally understanding the role of human being in existence (human conduct). Intention and Competence of an individual Understanding the human being comprehensively as the first step and the core theme of this course; human being as co-existence of the self and the body; the activities and potentialities of the self; Basis for harmony/contradiction in the self Case Studies on Universal Human Values |                       |       |



**Reference Books**

| Sr. No. | Name of the Author             | Title of the Book                                           | Year Edition | Publisher Company        |
|---------|--------------------------------|-------------------------------------------------------------|--------------|--------------------------|
| 1       | R R Gaur, R Asthana, G P       | A Foundation Course in Human Values and Professional Ethics | 2019         | Excel Books, New Delhi.  |
| 2       | A N Tripathy,                  | Human Values,                                               | 2003         | New Age International    |
| 3       | P L Dhar, RR Gaur              | Science and Humanism                                        | 1990         | Commonwealth Publishers. |
| 4       | E G Seebauer & Robert L. Berry | Fundamentals of Ethics for Scientists & Engineers,          | 2000         | Oxford University Press  |

**Online Resources**

| Online Resources No. | Website address                                             |
|----------------------|-------------------------------------------------------------|
| 1                    | <a href="https://www.ohchr.org/">https://www.ohchr.org/</a> |

**MOOCs:**

| Resources No. | Website address                                         |
|---------------|---------------------------------------------------------|
| 1             | <a href="https://www.mooc.org">https://www.mooc.org</a> |
| 2             | Swayam                                                  |

| Programme: BBA CBCS–Revised Syllabusw.e.f.-Year 2023–2024                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                  |       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                         | Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Course Title                     |       |
| II                                                                                                                                                                                                                                                                               | 208                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Data Analysis Tools for Business |       |
| Prepared By                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Dr. Shabnam Mahat_AKIMS          |       |
| Type                                                                                                                                                                                                                                                                             | Credits                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Evaluation                       | Marks |
| SEC                                                                                                                                                                                                                                                                              | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | IA                               | 100   |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                  |       |
| <ul style="list-style-type: none"> <li>To understand basic concepts of data analysis.</li> <li>To study statistics for data analytics</li> <li>To understand different distribution and its types</li> <li>To impart knowledge about use of excel for data analytics.</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                  |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                  |       |
| At the successful completion of the course the learner will be able to                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                  |       |
| CO1: Integrate data analysis into business.                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                  |       |
| CO2: Assess use of statistics for data analytics                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                  |       |
| CO3: Develop plans, implement and control data analysis with excel                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                  |       |
| Unit                                                                                                                                                                                                                                                                             | Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                  |       |
| 1.                                                                                                                                                                                                                                                                               | <b>Introduction to Data Analysis:</b><br>Introduction, Importance of data Analytics, types of data analyticsdescripti ve, diagnostics, predictive, prescriptive, benefits of data analytics to decision making<br>Types of data : Qualitative and Quantitative, Continuous and Discrete, Types of Variables : numerical, categorical, nominal, ordinal, Independent & dependent variables, Active and attribute variables, Continuous, discrete and categorical variables, Extraneous variables and Demographic variables                                                                                                  |                                  |       |
| 2.                                                                                                                                                                                                                                                                               | <b>Introduction to Excel :</b><br>Entering Data, deleting data - cells, rows, columns. Basic and custom Sorting, filtering, grouping, ungrouping data, dealing with subtotals and grand totals. Validating data, protecting cells. Pivot Tables. Important Formulas in Excel, Understanding Logical Functions Commonly used functions: Sum, Max, Min, Average, Count, Today, Now, Datedif, Countif, Count A, Count Blank, Round, Roundup, Round Down, ABS, Sign, Ceiling, Floor, Trim, Value, Clean, sqrt, if, sumif Creating charts: Create and modify graphs / charts like Column, Line, Pie, Bar, Area, Scatter,3D etc. |                                  |       |

## REFERENCE BOOKS

| Sr. No. | Name of the Author            | Title of the Book                                             | Year Edition | Publisher Company |
|---------|-------------------------------|---------------------------------------------------------------|--------------|-------------------|
| 1       | R N Prasad, Seema Acharya     | Fundamentals of Business Analytics                            |              | Wiley             |
| 2       | Conrad G. Carlberg; Business  | Analysis with Microsoft Excel and Power BI                    | 5th edition  | Pearson Education |
| 3       | Gert Laursen, Jesper Thorlund | Business Analytics for Managers                               | 2010         | Wiley             |
| 4       | U. Dinesh Kumar               | Business Analytics The Science of Data-driven Decision Making | 2017         | Wiley             |

|   |                                                 |                                          |      |                       |
|---|-------------------------------------------------|------------------------------------------|------|-----------------------|
| 5 | Bhimasankaram<br>Pochiraju, Sridhar<br>Seshadri | Essentials of Business<br>Analytics      | 2019 | Springer              |
| 6 | GerKoole                                        | An Introduction to<br>Business Analytics | 2019 | MG Books<br>Amsterdam |

**Online Resources**

| Online Resources | Website address           |
|------------------|---------------------------|
| 1                | W3schools                 |
| 2                | geeksforgeeks.com         |
| 3                | www..bharatskills .gov.in |

**MOOCS**

| MOOCS | Website address                                           |
|-------|-----------------------------------------------------------|
| 1     | Excel tutorials                                           |
| 2     | Udemy.com                                                 |
| 3     | Microsoft.com                                             |
| 4     | Alison                                                    |
| 5     | Coursea                                                   |
| 6     | <a href="https://www.mooc.org/">https://www.mooc.org/</a> |

| Programme: BBA CBCS – Revised Syllabus w.e.f-Year 2023–2024                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                     |                        |       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                          | Course Code                                                                                                                                                                                                                                                                                                                                                         | Course Title           |       |
| II                                                                                                                                                                                                                                                                                                                                                                                | 208                                                                                                                                                                                                                                                                                                                                                                 | Accounting Software    |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                     | Dr. Ranpreet Kaur_IMED |       |
| Type                                                                                                                                                                                                                                                                                                                                                                              | Credits                                                                                                                                                                                                                                                                                                                                                             | Evaluation             | Marks |
| SEC                                                                                                                                                                                                                                                                                                                                                                               | 01                                                                                                                                                                                                                                                                                                                                                                  | IA                     | 100   |
| <b>Course Objectives: (CO)</b>                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                     |                        |       |
| <ul style="list-style-type: none"> <li>To introduce basic accounting using Tally to create company, enter accounting voucher entries including advance voucher entries, do reconciliation of bank statement, do accrual adjustments, and also print financial statements, etc. in Tally.</li> <li>To learn modern accounting software's, banking and auditing software</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                     |                        |       |
| <b>Learning Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                     |                        |       |
| At the successful completion of the course the learner will be able to:                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                     |                        |       |
| CO1: Use Tally to for recording accounting data, statement, billing and ratio analysis. CO2: Use Tally for Inventory management.                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                     |                        |       |
| CO3: Decide the most effective software of actions to deal with specific purpose                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                     |                        |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                              | Contents                                                                                                                                                                                                                                                                                                                                                            |                        |       |
| <b>1<br/>Accounting<br/>in Tally</b>                                                                                                                                                                                                                                                                                                                                              | Introduction to Accountancy– Introduction to Tally fundamentals– Maintenance of company Data – Concept of Ledger– Configuration of chart of Accounts – Maintaining Stock Details – How to make entries in Cash book – Purchase book – Sales book – Invoice – Purchase return book – Sales return book – Petty cash book – Configuration in tally-Trial Balance- GST |                        |       |
| <b>2 ERP</b>                                                                                                                                                                                                                                                                                                                                                                      | Introduction to different ERP applications like Tally9ERP, QuickBooks, Fresh Books, Profit Books Accounting Desktop and Online. Audit management software, Front Accounting (FA) - a free and open source accounting software, Banking ERP Software, Oracle NetSuite<br>ERP: accounting software                                                                    |                        |       |

### Reference Books

| Sr. No.           | Name of the Author                                   | Title of the Book                                    | Year Edition | Publisher Company      |
|-------------------|------------------------------------------------------|------------------------------------------------------|--------------|------------------------|
| 1 – National      | Tally Education Pvt. Ltd                             | Tally Essential                                      | 2021         | By official Tally      |
| 2 - International | David Otley and Kenneth Merchant<br>Clive Emmanuel   | Readings in accounting for management control        | 1992         | Springer               |
| 3 – International | James T. Mackey (Author), Michael F. Thomas (Author) | Management Accounting: A Road of Discovery Hardcover | 1999         | South Western Pubisher |

**Online Resources**

| Online Resources | Website address                                                                                                                                                           |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                | <a href="https://www.coursera.org/learn/accounting-and-reporting-fundamentals">https://www.coursera.org/learn/accounting-and-reporting-fundamentals</a>                   |
| 2                | <a href="https://www.goskills.com/Excel/Resources/Excel-skills-for-accountants">https://www.goskills.com/Excel/Resources/Excel-skills-for-accountants</a>                 |
| 3                | <a href="https://learnmech.com/fundamentals-of-tally-erp-9-tutorial-pdf-free-download/">https://learnmech.com/fundamentals-of-tally-erp-9-tutorial-pdf-free-download/</a> |

**MOOCS**

| MOOCS | Website address                                           |
|-------|-----------------------------------------------------------|
| 1     | <a href="https://swayam.gov.in">https://swayam.gov.in</a> |
| 2     | <a href="https://www.edx.org">https://www.edx.org</a>     |
| 3     | <a href="https://www.mooc.org">https://www.mooc.org</a>   |

| Programme: BBA CBCS– Revised Syllabus w.e.f.-Year2022 – 2023                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                     |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-------|
| Semester                                                                                                                                                                                                                                                                                              | Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Course Title        |       |
| II                                                                                                                                                                                                                                                                                                    | 208                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Content Writing     |       |
| Prepared by                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Bharati Jadhav_CDOE |       |
| Type of Course                                                                                                                                                                                                                                                                                        | Credits                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Evaluation          | Marks |
| SEC                                                                                                                                                                                                                                                                                                   | 01                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | IA                  | 100   |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                     |       |
| <ul style="list-style-type: none"> <li>To understand basic concepts of content writing.</li> <li>To study do's and don'ts of content writing</li> <li>To understand processes and principles of content writing</li> <li>To impart knowledge about ethics in writing</li> </ul>                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                     |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                     |       |
| <p>At the successful completion of the course the learner will be able to CO1: Understand basics of content writing.</p> <p>CO2: Develop basic skills of content writing</p> <p>CO3: To understand processes and principles of content writing CO4: Students should be able to write good content</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                     |       |
| Unit                                                                                                                                                                                                                                                                                                  | Sub Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                     |       |
| <b>I<br/>Basics of Content writing</b>                                                                                                                                                                                                                                                                | <p>What is content writing, Importance of Content writing Print and Web Content Writing Scope and Challenges in content writing Principles and processes of content writing</p> <p>Understanding audience in content writing</p>                                                                                                                                                                                                                                                                                                                                        |                     |       |
| <b>II<br/>Types of content writing</b>                                                                                                                                                                                                                                                                | <p>The process of Content Writing getting the brief, ideating, researching, structuring, formatting Editing and Proof- Reading— following company style sheet, grammar, copy flow, restructuring, market research Writing Styles - Non-fiction (Essays, Reports), Advertising, Newspapers Writing blogs, case studies, and white papers</p> <p>Corporate Communications -- Writing for business to business(B2B), business to consumer (B2C), press releases, newsletters – focus on language, jargon, writing style, target audience, formal and informal language</p> |                     |       |

**Reference Books:**

| Sr. No. | Name of the Author | Title of the Book                                                                                                               | Year of Edition | Publisher               |
|---------|--------------------|---------------------------------------------------------------------------------------------------------------------------------|-----------------|-------------------------|
| 01      | Kounal Gupta       | The Only CONTENT WRITING HANDBOOK You'll Ever Need                                                                              | 2020            | Henry Harvin Education  |
| 02      | Joseph Robinson    | Content Writing Step-By- Step: Learn How To Write Content That Converts And Become A Successful Entertainer Of Online Audiences | 2020            | Independently Published |
| 03      | Aan Handley        | Everybody Writes                                                                                                                | 2014            | Wiley                   |
| 04      | William Zinsser    | The Content Code: Six essential strategies to ignite your content, your marketing, and your business                            | 2020            | Harper Perennial        |
| 05      | Prafull Sharma     | The One-Page Content Marketing Blueprint                                                                                        | 2019            | Axeman Publishing       |
| 06      | Alfred Merton      | Everybody Writes                                                                                                                | 2021            | Zen Mastery Srl         |

**Online Resources:**

| Online Resource No. | Websiteaddress                                                                                                                                            |
|---------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                   | <a href="https://www.mindler.com/blog/how-to-become-a-content-writer-in-india/">https://www.mindler.com/blog/how-to-become-a-content-writer-in-india/</a> |
| 2                   | <a href="https://www.clearvoice.com/blog/10-types-content-writers-use/">https://www.clearvoice.com/blog/10-types-content-writers-use/</a>                 |

**MOOCs:**

| Resource No. | Website address                                         |
|--------------|---------------------------------------------------------|
| 1            | <a href="https://www.mooc.org">https://www.mooc.org</a> |

BV(DU) / CDOE

## BBA SEMESTER III

| Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023 –2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | CourseCode                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Course Title         |       |
| III                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 301                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Marketing Management |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Yogesh Gurav_IMED    |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Credits                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Evaluation           | Marks |
| DSC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | IE: UE               | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |       |
| <ul style="list-style-type: none"> <li>To understand the core concepts of Marketing and approaches to Marketing.</li> <li>To differentiate the Marketing and Selling processes.</li> <li>To study the Marketing Environment and understand its influence on Marketing Decisions.</li> <li>To study the concept of Segmentation, Targeting and Positioning.</li> <li>To understand the Marketing Mix Elements and their utility in marketing.</li> <li>To impart knowledge on Marketing Planning.</li> <li>To study the concept of Marketing Research and Marketing Information System</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |       |
| <p>After completing the course successfully, the learner will be able to</p> <p>CO1: Demonstrate an understanding of core concepts of marketing and the approaches to marketing efforts.</p> <p>CO2: Understand the dynamic nature of the marketing environment and its influence on the formulation of marketing strategies.</p> <p>CO3: Identify the market segments, formulate targeting strategies and product positioning in the market.</p> <p>CO4: Make sound marketing mix decisions.</p> <p>CO5: Understand the Marketing Planning process. CO6: Develop a marketing research plan</p>  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Sub Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                      |       |
| <b>Unit I</b><br>Basics of Marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <p>Definition and meaning of Marketing. Core concepts of Marketing - Need, Want, Demand, Value, Exchange, Customer satisfaction &amp; Customer delight, Difference between Marketing and Selling.</p> <p>Approaches to Marketing - Product or commodity approach, Functional approach in terms of production, selling, marketing, Societal marketing approach, Institutional approach.</p> <p>Marketing environment - Micro and Macro marketing environment.</p>                                                                      |                      |       |
| <b>Unit II</b><br>Segmentation, targeting and Positioning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <p><b>Segmentation, Targeting and Positioning:</b> Meaning, need and importance, bases for consumer market segmentation and industrial market segmentation. Evaluation of identified segments and selection of target market.</p> <p><b>Targeting Strategies:</b> Levels of market segmentation: segment marketing, niche marketing, local marketing and individual marketing.</p> <p><b>Positioning and Differentiation:</b> meaning, concept, product, service, people and image differentiation, ways to position the product.</p> |                      |       |



|                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|--------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Unit III</b><br>Marketing Mix     | <p><b>Marketing Mix:</b> Concept. Seven Ps of marketing mix.</p> <p><b>Product</b> – meaning, levels of product, product mix- product line – decisions: line stretching, filling, pruning.</p> <p>Product life cycle (PLC) – Concept, stages in PLC. <b>Price</b> – meaning, objectives of pricing, pricing approaches- cost based, competition based, and market based.</p> <p>Pricing strategies- skimming pricing, penetrative pricing, psychological or odd pricing, perceived value pricing, loss leader pricing etc. <b>Place</b>- Importance of distribution in marketing of products or services, Types of intermediaries, levels of channels, factors considered for the selection and motivation of dealers and retailers.</p> <p><b>Promotion</b>- Elements of promotion mix: advertising- 5 Ms. of Advertising, sales promotion, personal selling, public relations, publicity, direct marketing and event marketing and sponsorship</p> |
| <b>Unit IV</b><br>Marketing Research | <p><b>Marketing Research:</b></p> <p><b>Basic concepts</b> – Research design, Sampling design, Sources of data- Primary and secondary, data collection</p> <p>Need and Importance of Marketing Research.</p> <p>Marketing Research Process. Types of Marketing Research.</p> <p>Marketing Information System- an overview</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Unit V</b><br>Marketing Planning  | <p><b>Marketing Planning:</b> Marketing Planning Process, contents of a marketing plan.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

**Reference Books:**

| Sr. No. | Name of the Author                                 | Title of the Book                                        | Year Edition              | Publisher Company        |
|---------|----------------------------------------------------|----------------------------------------------------------|---------------------------|--------------------------|
| 1       | Dr. Rajan Saxena                                   | Marketing Management                                     | 2019, Sixth edition       | McGraw Hill Publications |
| 2       | V.S. Ramaswami and S. Namakumari                   | Marketing Management- Indian Context *Global Perspective | 2017, fifth edition       | McGrawHill Publications  |
| 3       | Philip Kotler, Garry Armstrong, Prafulla Agnihotri | Principles of Marketing                                  | 2020, Eighteenth edition  | Pearson Education        |
| 4       | Philip Kotler, Kevin Lane Keller                   | Marketing Management                                     | 2018, seventeenth edition | Pearson Education India  |

**Online Resources:**

| Online Resources No. | Website address                                                                                                 |
|----------------------|-----------------------------------------------------------------------------------------------------------------|
| 1                    | <a href="https://managementhelp.org">https://managementhelp.org</a>                                             |
| 2                    | <a href="https://bookboon.com/en/marketing-and-law-ebooks">https://bookboon.com/en/marketing-and-law-ebooks</a> |

**MOOCs:**

| Resources No. | Website address                                                                                         |
|---------------|---------------------------------------------------------------------------------------------------------|
| 1             | <a href="https://swayam.gov.in/nd1_noc19_mg48/preview">https://swayam.gov.in/nd1_noc19_mg48/preview</a> |

| Programme: BBA CBCS– Revised Syllabus w.e.f.Year 2023 –2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                            |                         |       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Course Code                                                                                                                                                                                                                                                                                                                                                                                                                | Course Title            |       |
| III                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 302                                                                                                                                                                                                                                                                                                                                                                                                                        | Organizational Behavior |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                            | Vrushali Kadam_YMIM     |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Credits                                                                                                                                                                                                                                                                                                                                                                                                                    | Evaluation              | Marks |
| DSC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 03                                                                                                                                                                                                                                                                                                                                                                                                                         | IE:UE                   | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                            |                         |       |
| <ul style="list-style-type: none"> <li>To expose the students to the fundamentals of Organizational Behaviour (OB) - such as working with people, nature of organizations, communication, leadership</li> <li>To help students in understanding of the role of OB in business organization.</li> <li>To enable the students to put the ideas and skills of OB into practice.</li> </ul>                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                            |                         |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                            |                         |       |
| <p>At the successful completion of the course the learner will be able to</p> <p>CO1: To understand the importance of organizational behavior in managerial functions.</p> <p>CO2: To demonstrate the foundations of Individual Behaviour and various factors influencing individual behaviour viz. learning, personality, perception, attitude and motivation.</p> <p>CO3: To understand how employees behave in organizations and help to correct their individual behaviour and group behaviour.</p> <p>CO4: To influence people to get the work done through proper communication and control and motivate and lead employees towards organizational goals.</p> |                                                                                                                                                                                                                                                                                                                                                                                                                            |                         |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Contents                                                                                                                                                                                                                                                                                                                                                                                                                   |                         |       |
| 1.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Definition, Why to study OB, Evolution of the Concept of OB, Contributions to OB by major behavioral science disciplines, Challenges and Opportunities for OB Managers, Models of OB study                                                                                                                                                                                                                                 |                         |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Attitude – Definition, Components of Attitude, Major Job Attitude, Job Satisfaction. Personality – Definition, Personality Determinants, MBTI, Big – Five Model, Values – Meaning, Formation, Types of Values, Perception - Definition, Perceptual Process, Factors influencing perception,                                                                                                                                |                         |       |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Motivation - Concept of Motivation, Definition, Theories of Motivation - Maslow's Need Theory, ERG Theory, Theory X and Theory Y, Two Factor Theory, McClelland's Theory, Equity Theory, Vroom's Expectancy Theory. Leadership - Concept of Leadership, Difference between Leader and Manager, Leadership Styles, Theories of Leadership – Ohio State and Michigan Studies, Blake and Mouton Theory, Traits of Good Leader |                         |       |
| 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Groups – Meaning, Why do people join Groups, Types of Groups, Stages of Group Development. Teams – Meaning, Groups vs Teams, Creating effective teams. Conflict – Concept, Conflict Process, Strategies for Resolving Conflicts Communication – Meaning, Barriers to effective communication                                                                                                                               |                         |       |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Culture - Definition, Need and importance of Cross Cultural Management Stress – Meaning, Causes of Stress and its Management.                                                                                                                                                                                                                                                                                              |                         |       |

**Reference Books:**

| Sr. No. | Name of the Author                   | Title of the Book                        | Year of Edition                  | Publisher                           |
|---------|--------------------------------------|------------------------------------------|----------------------------------|-------------------------------------|
| 1       | Kavita Singh                         | Organizational Behaviour: Text and Cases | 3 <sup>rd</sup> Edition          | Vikas Publishing House Pvt. Ltd.    |
| 2       | K. Aswathappa                        | Organisational Behaviour                 | 12 <sup>th</sup> Revised Edition | Himalaya Publishing House Pvt. Ltd. |
| 3       | Robbins, Timothy Judge, Seema Sanghi | Organizational Behaviour                 | 12 <sup>th</sup> Edition         | Prentice Hall                       |
| 4       | Fred Luthans                         | Organizational Behaviour                 | 11 <sup>th</sup> Edition         | Tata McGraw Hill                    |

**Online Resources:**

| Online Resource No. | Website address                                                                                                                             |
|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| 1                   | <a href="https://legalpaathshala.com/category/organizational-behaviour/">https://legalpaathshala.com/category/organizational-behaviour/</a> |

**MOOCs:**

| Resource No. | Website address                                                                                                                                                 |
|--------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1            | <a href="https://onlinecourses.nptel.ac.in/noc20_mg51/preview">https://onlinecourses.nptel.ac.in/noc20_mg51/preview</a>                                         |
| 2            | <a href="https://www.coursera.org/learn/organisational-behaviour-know-your-people">https://www.coursera.org/learn/organisational-behaviour-know-your-people</a> |
| 3            | <a href="https://www.classcentral.com/course/swayam-organisation-behaviour">https://www.classcentral.com/course/swayam-organisation-behaviour</a>               |

| Programme: BBA CBCS–Revised Syllabus w.e.f.-Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                  |                                   |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Course Code                                                                                                                                                                                                                                      | Course Title                      |       |
| III                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 303                                                                                                                                                                                                                                              | Production & Inventory Management |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                  | Sanjay Jadhav IMK                 |       |
| Type Of Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Credit                                                                                                                                                                                                                                           | Evaluation                        | Marks |
| DSC                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 03                                                                                                                                                                                                                                               | IE:UE                             | 30:70 |
| <b>Course Objective:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                  |                                   |       |
| <ul style="list-style-type: none"> <li>To understand fundamentals of production and inventory management.</li> <li>To develop understanding of the strategic importance of production and operation management.</li> <li>To understand various inventory control systems</li> <li>To learn EOQ concepts.</li> <li>To appoint students with the concepts like SCM, JIT, Quality Assurance and ISO certification, etc.</li> </ul>                                               |                                                                                                                                                                                                                                                  |                                   |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                  |                                   |       |
| <p>At the successful completion of course, the learner will be able to</p> <p>CO1: Understand various concepts of the production &amp; inventory management. CO2: Analyze the important of production and inventory management.</p> <p>CO3: And compare various issues particular to manufacturing industry. CO4: Develop numerical ability to solve examples on EOQ</p> <p>CO5: Describe the advantages of maintenance management, SCM, JIT, QA &amp; ISO Certification.</p> |                                                                                                                                                                                                                                                  |                                   |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Sub units                                                                                                                                                                                                                                        |                                   |       |
| I                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>Introduction to Production &amp; Inventory Management</b> Nature, scope, importance & production & functions of production at inventory management. Production & operations, services, production systems Classification of production system |                                   |       |
| II                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Production Planning &amp; Control</b> Objectives, Coordination of PPC with other departments Job sequencing, assembly line balancing                                                                                                          |                                   |       |
| III                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>Plant Location &amp; Plant Layout:</b> Meaning, objectives of plant location Factors affecting on plant location and plant layout Objectives, types of the plant layout                                                                       |                                   |       |
| IV                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Inventory Management:</b> Concept, importance, classification of inventory systems EOQ model, with numerical examples Basic concept of material requirement planning                                                                          |                                   |       |
| V                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>Emerging Trends in Production &amp; Inventory Management:</b> Supply chain management, JIT (Just In Time) Enterprise resource planning Total quality management, quality circles in service operations                                        |                                   |       |

**Reference Books:**

| Sr. No. | Name of the Author         | Title of the Book                                               | Year Edition | Publisher Company        |
|---------|----------------------------|-----------------------------------------------------------------|--------------|--------------------------|
| 1.      | L. C. Zhamb                | Production & Operations Management                              | 2009         | Everest Publishing House |
| 2.      | Anurag Singh Parihar       | Inventory Management Planning – Production Planning and Control | 2021         | Notion PublisherHouse    |
| 3.      | Chunnawala & Patel         | Production & Operations Management                              | 2004         | Tata McGraw              |
| 4.      | Raj Wadhwa                 | Production Management & Inventory Control                       | 2012         | Kanishka Publish House   |
| 5.      | Narasimhan & Seetharama L. | Production Planning & Inventory Control                         | 1996         | PHI Learning Pvt. Ltd.   |

**Online Resources:**

| Online Resources No. | Website Address                                                                     |
|----------------------|-------------------------------------------------------------------------------------|
| 1                    | • <a href="http://www.yourarticlelibrary.com">http://www.yourarticlelibrary.com</a> |
| 2                    | • <a href="https://en.wikipedia.org">https://en.wikipedia.org</a>                   |
| 3                    | • <a href="https://managementhelp.org">https://managementhelp.org</a>               |

**MOOCS**

| MOOCS | Website Address                                            |
|-------|------------------------------------------------------------|
| 1     | • <a href="http://www.swayam.gov.in">www.swayam.gov.in</a> |
| 2     | • <a href="http://www.coursera.org">www.coursera.org</a>   |

| Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023–2024                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                   |                           |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                    | Course Code                                                                                                                                                                                       | Course Title              |       |
| III                                                                                                                                                                                                                                                                                                                                                                                                         | 304                                                                                                                                                                                               | Human Resource Management |       |
| Prepared by                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                   | Dr. Hema Mirji_IMED       |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                                                                              | Credits                                                                                                                                                                                           | Evaluation                | Marks |
| DSC                                                                                                                                                                                                                                                                                                                                                                                                         | 03                                                                                                                                                                                                | IE:UE                     | 30:70 |
| Course Objectives:                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                   |                           |       |
| <ul style="list-style-type: none"> <li>To explain the Functions of HRM and Quality of a good Human Resource Managers</li> <li>To explain the process of HRP, Recruitment and Selection.</li> <li>To discuss the concept of training and development.</li> <li>To illustrate the components of CTC and incentive plans.</li> <li>To develop the knowledge of Managing Conflicts &amp; motivation.</li> </ul> |                                                                                                                                                                                                   |                           |       |
| Course Outcomes:                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                   |                           |       |
| CO1: Able to apply Human resource Management functions for effective management of organization.                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                   |                           |       |
| CO2: Ability to understand and apply various manpower forecasting techniques. CO3: Enrich the techniques of recruitment, selection and interview and ability to conduct there cruitment process.                                                                                                                                                                                                            |                                                                                                                                                                                                   |                           |       |
| CO4: Develop the knowledge of training & development and able to appraise the performance of the employees.                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                   |                           |       |
| CO5: Understand the components of CTC.                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                   |                           |       |
| CO6: Ability to resolve the conflicts in the Organization.                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                   |                           |       |
| Unit No.                                                                                                                                                                                                                                                                                                                                                                                                    | Sub unit                                                                                                                                                                                          |                           |       |
| <b>Unit: I</b><br>Human Resource Management                                                                                                                                                                                                                                                                                                                                                                 | Evolution of HRM, Definition, Nature, Scope, Objectives and Functions of HRM, Organizationand functions of HR Department.<br>Quality of a good Human Resource Managers                            |                           |       |
| <b>Unit II</b><br>Human Resource Planning                                                                                                                                                                                                                                                                                                                                                                   | Importance and benefits of HRP, Steps in Human resource planning process, Factors affecting HRP, Jobanalysis, job description and job specification, Job Analysis – importance and methods.       |                           |       |
| <b>Unit III</b><br>Recruitment and Selection                                                                                                                                                                                                                                                                                                                                                                | Meaning, Sources of Recruitment, Recruitment Process, Outsourcing, - Selection Process - Test Types - Interview Types , Career Planning - Process - Career Development - Placement and Induction. |                           |       |
| <b>Unit IV</b><br>Training & Development/ Performance Appraisal                                                                                                                                                                                                                                                                                                                                             | Training – need for training, benefits of training, Methods of training. Performance Appraisal – meaning, definition, objectives, methods and limitations of performance appraisal                |                           |       |
| <b>Unit V</b><br>Compensation & Benefit Management                                                                                                                                                                                                                                                                                                                                                          | Compensation & Benefit Management – components of CTC, Understanding Stock Options and designing incentive plans.                                                                                 |                           |       |

## Reference Books :

| Sr. No. | Name of the Author       | Title of the Book          | Year of Edition | Publisher                   |
|---------|--------------------------|----------------------------|-----------------|-----------------------------|
| 01      | Aswathappa               | HUMAN RESOURCE MANGEMENT   | 2010            | Tata McGraw Hill, NewDelhi  |
| 02      | Snell, Bohlander & Vohra | HUMAN RESOURCES MANAGEMENT | 2010            | Cengage, NewDelhi           |
| 03      | Pravin Durai             | HUMAN RESOURCE MANGEMENT   | 2010            | Pearson, New Delhi          |
| 04      | Alan Price               | HUMAN RESOURCE MANAGEMENT  | 2007            | Cengage Learning, New Delhi |
| 5       | Garry Dessler & Varkkey  | HUMAN RESOURCE MANAGEMENT  | 2009            | Pearson, New Delhi          |

## Online Resources:

| Online Resource No. | Website address                                                                                                                                                                               |
|---------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                   | <a href="https://www.coursera.org/specializations/human-resource-management">https://www.coursera.org/specializations/human-resource-management</a>                                           |
| 2                   | <a href="https://www.humanresourcesedu.org/what-is-human-resources">https://www.humanresourcesedu.org/what-is-human-resources</a>                                                             |
| 3                   | <a href="https://fiuonline.fiu.edu/.../online.../master-of-science-in-human-resources-management">https://fiuonline.fiu.edu/.../online.../master-of-science-in-human-resources-management</a> |
| 4                   | <a href="https://www.slideshare.net/Farrah1978/job-analysis-job-design-job-specification">https://www.slideshare.net/Farrah1978/job-analysis-job-design-job-specification</a>                 |

## MOOCs:

| Resource No. | Website address                                                                                                                                                             |
|--------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1            | <a href="https://www.class-central.com › Coursera">https://www.class-central.com › Coursera</a>                                                                             |
| 2            | <a href="https://www.coursera.org/specializations/human-resource-management">https://www.coursera.org/specializations/human-resource-management</a>                         |
| 3            | <a href="https://www.my-mooc.com/.../mooc/managing-human-resources-hospitality-hkpolyux">https://www.my-mooc.com/.../mooc/managing-human-resources-hospitality-hkpolyux</a> |
| 4            | <a href="https://www.classcentral.com/course/managing-human-resources-5462">https://www.classcentral.com/course/managing-human-resources-5462</a>                           |
| 5            | <a href="https://swayam.gov.in/nd1_noc20_mg15/preview">https://swayam.gov.in/nd1_noc20_mg15/preview</a>                                                                     |

| Programme: BBA CBCS–Revised Syllabus w.e.f.- Year 2023–2024                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                           |                          |       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                 | Course Code                                                                                                                                                                                                               | Course Title             |       |
| III                                                                                                                                                                                                                                                                                                                                                      | 305                                                                                                                                                                                                                       | Agri-Business Management |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                           | Pratap Desai IMRDA       |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                           | Credits                                                                                                                                                                                                                   | Evaluation               | Marks |
| AEC                                                                                                                                                                                                                                                                                                                                                      | 02                                                                                                                                                                                                                        | IA                       | 100   |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                           |                          |       |
| <ul style="list-style-type: none"> <li>To understand basic concepts of Agri Business management.</li> <li>To understand essential standards of agri-business management.</li> <li>To expose learners about micro and macro environmental forces and their impact on agri-business.</li> <li>To impart knowledge about Agri Business Industry.</li> </ul> |                                                                                                                                                                                                                           |                          |       |
| <b>Course Out comes:</b>                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                           |                          |       |
| <p>At the successful completion of the course the learner will be able to</p> <p>CO1: Integrate management principles into Agri Business practices.</p> <p>CO2: Enhance learners awareness about the Agri-input supply Industries in India CO3: Support the understandings about agro-processing industries in India</p>                                 |                                                                                                                                                                                                                           |                          |       |
| Unit No.                                                                                                                                                                                                                                                                                                                                                 | Subunit                                                                                                                                                                                                                   |                          |       |
| <b>I</b><br><b>Introduction to Agri-business</b>                                                                                                                                                                                                                                                                                                         | Nature and scope of Agri-business, Importance of Agri- business Management, Difference between farm and non-farm sectors, Demand for agri products and it's determining factors                                           |                          |       |
| <b>II</b><br><b>Agricultural Economics</b>                                                                                                                                                                                                                                                                                                               | Role of agriculture in Indian economy; problems and policy changes relating to farm supplies, farm production, agro processing, agricultural marketing, agricultural finance etc. in the country                          |                          |       |
| <b>III</b><br><b>Agriculture and its</b>                                                                                                                                                                                                                                                                                                                 | Green Revolution – concepts, importance and its effects, Crop Pattern of India,                                                                                                                                           |                          |       |
| <b>Structure</b>                                                                                                                                                                                                                                                                                                                                         | Factors Influencing Agriculture –Areas of Crop Specialization - Regional Analysis, Impact of Climate Change on Agricultural , Value chain in agriculture.                                                                 |                          |       |
| <b>IV</b><br><b>Globalization and Agriculture</b>                                                                                                                                                                                                                                                                                                        | Globalization and Changing Structure of Agro Products, Agricultural Product Competitiveness Export Orientation                                                                                                            |                          |       |
| <b>V</b><br><b>New trends in Agribusiness</b>                                                                                                                                                                                                                                                                                                            | Contract farming & Precision Farming, Types and Scope of Contract & Precision farming, New Methods of Cultivation- Cooperative Farming, Organic Farming, Genetically Modified Food, Farmer Producers' Organizations (FPO) |                          |       |



**Reference Books:**

| Sr.No. | Name of the Author                                                            | Title of the Book                            | Year of Edition | Publisher                    |
|--------|-------------------------------------------------------------------------------|----------------------------------------------|-----------------|------------------------------|
| 01     | Francis Cherunilam.                                                           | Business Environment.                        | 2003            | Himalaya Publ.               |
| 02     | Shete, N. B.                                                                  | Financing Agri-Business.                     | 2000            | Himalaya Publ.               |
| 03     | Dr Shoji Lal Bairwa and Dr Ch and ra Sen and Dr L K Meena and Dr Meera Kumari | Agribusiness Management Theory And Practices | 2019            | Write And Print Publications |
| 04     | Smita Diwase                                                                  | Agi-Business Management                      | 2017            | Everest Publishing House     |

**Online Resources:**

| Online Resource No. | Website address                                                                |
|---------------------|--------------------------------------------------------------------------------|
| 1                   | <a href="http://www.managementstudyguide.com">www.managementstudyguide.com</a> |

**MOOCs:**

| Resource No. | Website address                                         |
|--------------|---------------------------------------------------------|
| 1            | <a href="https://www.mooc.org">https://www.mooc.org</a> |

| Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023–2024                                                                                                                                          |                                                                                                                                                                                                                              |                                   |       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|-------|
| Semester                                                                                                                                                                                             | Course Code                                                                                                                                                                                                                  | Course Title                      |       |
| III                                                                                                                                                                                                  | 306                                                                                                                                                                                                                          | Goods and Service Tax Compliances |       |
| Prepared By                                                                                                                                                                                          |                                                                                                                                                                                                                              | Dr. Sonali Dharmadhikari IMED     |       |
| Type of Course                                                                                                                                                                                       | Credits                                                                                                                                                                                                                      | Evaluation                        | Marks |
| SEC                                                                                                                                                                                                  | 02                                                                                                                                                                                                                           | IA                                | 100   |
| <b>Course Objectives:</b>                                                                                                                                                                            |                                                                                                                                                                                                                              |                                   |       |
| <ul style="list-style-type: none"> <li>To understand fundamental principles of GST law</li> <li>To know GST payment procedure</li> <li>To develop ability of filing GST returns</li> </ul>           |                                                                                                                                                                                                                              |                                   |       |
| <b>Course Outcomes:</b>                                                                                                                                                                              |                                                                                                                                                                                                                              |                                   |       |
| At the successful completion of the course the learner will be able to CO1: Know fundamental principles of GST law<br>CO2: Apply GST payment procedure<br>CO3: Apply procedure of filing GST returns |                                                                                                                                                                                                                              |                                   |       |
| Unit                                                                                                                                                                                                 | Sub Unit                                                                                                                                                                                                                     |                                   |       |
| <b>1</b><br>Introduction and Fundamental Principles of GST Law                                                                                                                                       | Overview of GST in India , Constitutional mandate and Legislative Framework, Implementation of GST, Supply of Goods and supply of Services, Taxable supply, Place of Supply, Time of Supply of goods and services, Valuation |                                   |       |
| <b>2</b><br>Valuation and Payment in GST                                                                                                                                                             | Transaction values, Valuation rules, Time of GST Payment, GST Payment procedure, Challan Generation, Tax deducted at source (TDS), Tax collected At Source(TCS)                                                              |                                   |       |
| <b>3</b><br>GST Returns                                                                                                                                                                              | Concept of GST Return, GSTN Portal Overview, returns under GST, Preparation and filing of returns process, Refunds under GST                                                                                                 |                                   |       |

**Reference Books:**

| Sr. No. | Name of the Author                   | Title of the Book                                                                                   | Year Edition | Publisher Company |
|---------|--------------------------------------|-----------------------------------------------------------------------------------------------------|--------------|-------------------|
| 1.      | Taxman                               | GST Manual with GST Law Guide & Digest of Landmark Rulings (Set of 2 Volumes) (Budget 2019 Edition) | 2019         | Taxman            |
| 2.      | V.S. Datey                           | GST Ready Reckoner (6th Edition 2018)                                                               | 2018         | Taxman            |
| 3.      | Aditya Singhania and Aditi Singhania | GST Audit & Annual Return (2nd Edition January 2019)                                                | 2019         | Taxman            |

**Online Resources:**

| Online Resources No. | Web site address                                                   |
|----------------------|--------------------------------------------------------------------|
| 1                    | <a href="http://www.gstn.org">www.gstn.org</a>                     |
| 2                    | <a href="http://www.gstindiaonline.com">www.gstindiaonline.com</a> |
| 3                    | <a href="http://www.gstcentre.in">www.gstcentre.in</a>             |

**MOOCs:**

| ResourcesNo. | Web site address                                        |
|--------------|---------------------------------------------------------|
| 1            | <a href="https://www.mooc.org">https://www.mooc.org</a> |

BV(DU) / CDOE

| Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023–2024                                                                                                                                        |                                                                                                                                                                                                                                             |                               |       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|-------|
| Semester                                                                                                                                                                                           | Course Code                                                                                                                                                                                                                                 | Course Title                  |       |
| III                                                                                                                                                                                                | 306                                                                                                                                                                                                                                         | Advanced Data Analysis Tools  |       |
| Prepared By                                                                                                                                                                                        |                                                                                                                                                                                                                                             | Dr. Sonali Dharmadhikari_IMED |       |
| Type of Course                                                                                                                                                                                     | Credits                                                                                                                                                                                                                                     | Evaluation                    | Marks |
| SEC                                                                                                                                                                                                | 02                                                                                                                                                                                                                                          | IA                            | 100   |
| <b>Course Objectives:</b>                                                                                                                                                                          |                                                                                                                                                                                                                                             |                               |       |
| <ul style="list-style-type: none"> <li>To understand the tool of Model evaluation</li> <li>To apply the technique of Smoothing</li> <li>To learn Generalized linear and additive models</li> </ul> |                                                                                                                                                                                                                                             |                               |       |
| <b>Course Outcomes:</b>                                                                                                                                                                            |                                                                                                                                                                                                                                             |                               |       |
| At the successful completion of the course the learner will be able to CO1: Use model evaluation tool                                                                                              |                                                                                                                                                                                                                                             |                               |       |
| CO2: Apply smoothing technique                                                                                                                                                                     |                                                                                                                                                                                                                                             |                               |       |
| CO3: Apply Generalized linear and additive models                                                                                                                                                  |                                                                                                                                                                                                                                             |                               |       |
| Unit                                                                                                                                                                                               | Sub Unit                                                                                                                                                                                                                                    |                               |       |
| 1<br>Model evaluation                                                                                                                                                                              | Statistical inference, prediction, and scientific inference; in- sample and out-of-sample errors, generalization and over- fitting, cross- validation; evaluating by simulating; the bootstrap; penalized fitting; mis-specification checks |                               |       |
| 2<br>Smoothing                                                                                                                                                                                     | Kernel smoothing, including local polynomial regression; splines; additive models; kernel density estimation                                                                                                                                |                               |       |
| 3<br>Generalized linear and additive models                                                                                                                                                        | Logistic regression; generalized linear models; generalized additive models                                                                                                                                                                 |                               |       |

**Reference Books:**

| Sr. No. | Name of the Author  | Title of the Book                | Year Edition | Publisher Company |
|---------|---------------------|----------------------------------|--------------|-------------------|
| 2.      | C. P. Kothandaraman | Heat and Mass Transfer Data Book | 2022         | New Age           |
| 2.      | Meredith Zozus      | THE DATA BOOK                    | 2020         | CRC Press         |

**Online Resources:**

| Online Resources No. | Web site address                                                                  |
|----------------------|-----------------------------------------------------------------------------------|
| 1                    | <a href="https://www.analyticsinsight.net/">https://www.analyticsinsight.net/</a> |
| 2                    | <a href="https://www.newsearchtoday.co/">https://www.newsearchtoday.co/</a>       |

**MOOCs:**

| Sources No. | Web site address                                        |
|-------------|---------------------------------------------------------|
| 1           | <a href="https://www.mooc.org">https://www.mooc.org</a> |

| Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023–2024                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                               |       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|-------|
| Semester                                                                                                                                                                                                       | Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Course Title                  |       |
| III                                                                                                                                                                                                            | 306                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Financial Modeling            |       |
| Prepared By                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Dr. Sonali Dharmadhikari_IMED |       |
| Type of Course                                                                                                                                                                                                 | Credits                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Evaluation                    | Marks |
| SEC                                                                                                                                                                                                            | 02                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | IA                            | 100   |
| <b>Course Objectives:</b>                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                               |       |
| <ul style="list-style-type: none"> <li>To understand concepts of Mathematical tools</li> <li>To use of Excel as a tool in financial modeling</li> <li>To study basic concepts of financial modeling</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                               |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                               |       |
| At the successful completion of the course the learner will be able to CO1: Know concepts of Mathematical tools<br>CO2: Use excel as a tool in Financial Modeling CO3: Apply financial modeling                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                               |       |
| Unit                                                                                                                                                                                                           | Sub Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                               |       |
| Mathematical Tools                                                                                                                                                                                             | Basic probability, random variables – discrete and continuous random variables, expectation and variance, binominal, normal, and lognormal variables, Multivariate distributions – conditional probability and distributions, independence, covariance, conditional expectation. Sampling – sample mean and variance, large sample approximation s, data fitting.                                                                                                                             |                               |       |
| Excel as a Tool in Financial Modeling                                                                                                                                                                          | Excels concepts – Basic commands. Functions – math's, logical, look up, text and financial. Chart, diagram, picture, background, auto format, conditional formatting, style, filter, sort. Formulas and macros. What if analysis, pivot table, pivot chart, scenario, goal seek, problem solver tool, advanced filter.                                                                                                                                                                        |                               |       |
| Financial Modeling Basic Concepts                                                                                                                                                                              | Introduction, advance functions of MS-Excel as a tool in financial modeling. Components of a financial model, building the template, filling in the historical data, identifying assumptions and drivers, forecasting various schedules and financial statement, building the supporting schedules, various approaches to valuation, key ratios, financial ratios and company analysis, building cases and sensitivity analysis:- looking at the probabilistic analysis of the best and worst |                               |       |

**Reference Books:**

| Sr. No. | Name of the Author | Title of the Book                                     | Year Edition | Publisher Company |
|---------|--------------------|-------------------------------------------------------|--------------|-------------------|
| 1       |                    | Mathematical Finance, Workbook from NSE.              | 2021         | NSE               |
| 2       |                    | Financial Valuation and Modeling, Workbook from NSE.  | 2021         | NSE               |
| 3       | Shmuel Oluwa       | Hands-On Financial Modeling with Microsoft Excel 2019 | 2019         | PACKT             |

**Online Resources:**

| Online Resources No. | Web site address                                                                                                          |
|----------------------|---------------------------------------------------------------------------------------------------------------------------|
| 1                    | <a href="https://www.nobledesktop.com/">https://www.nobledesktop.com/</a>                                                 |
| 2                    | <a href="https://www.nseindia.com/">https://www.nseindia.com/</a>                                                         |
| 3                    | <a href="https://www.bseindia.com/static/about/BSE_Ebooks.aspx">https://www.bseindia.com/static/about/BSE_Ebooks.aspx</a> |

**MOOCs:**

| Resources No. | Web site address                                        |
|---------------|---------------------------------------------------------|
| 1             | <a href="https://www.mooc.org">https://www.mooc.org</a> |

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| Programme: BBA CBCS–Revised Syllabus w.e.f.-Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                    |                                      |       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|--------------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Course Code                                        | Course Title                         |       |
| III                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 307                                                | Constitution of India & Human Rights |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                    | Dr.Shyam Shukla_IMED                 |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Credits                                            | Evaluation                           | Marks |
| VBC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 2                                                  | IA                                   | 100   |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                    |                                      |       |
| i) To impart knowledge about Constitution of India .<br>ii) To develop decision making capabilities of the students /learners<br>iii) To impart knowledge of human rights.<br>iv) To enable the students in identifying the business problems and provide solutions to it.<br>v) To enable the students in collecting, organizing and analyzing the information related to business<br>vi) To develop managerial insights through Indian Ethos and values<br>vii) To sensitize the students about environmental issues and sustainable consumption |                                                    |                                      |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                    |                                      |       |
| At the successful completion of the course the learner will be able to CO1: Demonstrate an understanding of Constitution of India.<br>CO2: Communicate effectively with various stakeholders of business CO3: Make sound business decisions.<br>CO4: Collaborate with others in the organizational context, manage resources and lead them in the pursuit of organizational goals<br>CO5: Identify the need for and engage in lifelong learning in the field of business management<br>CO6: Create sustainable and ethical business policies       |                                                    |                                      |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Contents                                           |                                      |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Constitution of India- Introduction                |                                      |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Constitution of India- Fundamental rights & duties |                                      |       |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Human Rights – UDHR                                |                                      |       |
| 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | National Human Rights Commission                   |                                      |       |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | International Human Rights Treaties                |                                      |       |

### Reference Books

| Sr.No. | Name of the Author          | Title of the Book                                                        | Year Edition | Publisher Company                      |
|--------|-----------------------------|--------------------------------------------------------------------------|--------------|----------------------------------------|
| 01     | Government of India         | The Constitution of India                                                | 2012         | Government of India                    |
| 02     | Jack Donnelly               | Universal Human Rights                                                   | 2013         | Cornell University Press, 3rd Edition. |
| 03     | Asruti Singh, Shivani Singh | National Human Rights Commission : Prevention of Human Rights Violation, | 2014         | LAP Lambert Academic Publishing        |
| 04     | Philip Alston               | The Future of UN Human Rights Treaty Monitoring                          | 2000         | Cambridge University Press             |

**Online Resources**

| Online Resources No. | Website address                                                                                                                                                                                                             |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                    | <a href="https://cdn1.sph.harvard.edu/wp-content/uploads/sites/134/2016/07/Human-Rights- A-brief-intro-2016.pdf">https://cdn1.sph.harvard.edu/wp-content/uploads/sites/134/2016/07/Human-Rights- A-brief-intro-2016.pdf</a> |

**MOOCs:**

| Resources No. | Website address                                         |
|---------------|---------------------------------------------------------|
| 1             | <a href="https://www.mooc.org">https://www.mooc.org</a> |
| 2             | Swayam                                                  |

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| Programme: BBA CBCS– Revised Syllabus w.e.f.- Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                   |       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                | Course Title                      |       |
| III                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 308                                                                                                                                                                                                                                                                                                                                                                                                                                        | Physical Education and Yoga       |       |
| Prepared by                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                            | Netaji Jadhav & Vijay Phalke_IMED |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Credit s                                                                                                                                                                                                                                                                                                                                                                                                                                   | Evaluation                        | Marks |
| VBC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 02                                                                                                                                                                                                                                                                                                                                                                                                                                         | IA                                | 100   |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                   |       |
| <ul style="list-style-type: none"> <li>To Improve personal fitness through participation in sports and yoga activities.</li> <li>To Follow sound nutritional practices for maintaining good health and physical performance.</li> </ul>                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                   |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                   |       |
| <p>The practical exercises, the underpinning knowledge and the relevant soft skills associated with the identified competency are to be developed in the student for the following Course Outcomes(COs) achievement:</p> <p>CO1: Practice physical activities and yoga for strength, flexibility and relaxation.</p> <p>CO2: Use techniques for increasing concentration and decreasing anxiety for stronger academic performance.</p> <p>CO3: Perform yoga exercises in various combination and forms</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                   |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Sub Unit                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                   |       |
| <b>Introduction to Physical fitness</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <ul style="list-style-type: none"> <li>Aims &amp; Objectives of Physical Education</li> <li>Changing trends in Physical Education</li> <li>Meaning &amp; Importance of Physical Fitness &amp; Wellness</li> <li>Components of Physical fitness</li> <li>Components of health related fitness</li> <li>Components of wellness</li> <li>Preventing health threats through lifestyle change</li> <li>Concept of positive lifestyle</li> </ul> |                                   |       |
| <b>II</b><br>Fundamentals of Anatomy & Physiology in sports & yoga                                                                                                                                                                                                                                                                                                                                                                                                                                         | <ul style="list-style-type: none"> <li>Anatomy, physiology and its importance.</li> <li>Effect of exercise on various body system<br/>i.e. circulatory system, respiratory system, neuro- muscular system</li> <li>Concept and advantages of correct posture.</li> <li>Posture deformities and corrective measures.</li> </ul>                                                                                                             |                                   |       |
| <b>III</b><br>Yoga & Pranayama                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <ul style="list-style-type: none"> <li>Meaning &amp; Importance of Yoga Asanas, Pranayama &amp; Meditation</li> <li>Yoga &amp; related Asanas -Sukhasana, Tadasana, Padmasana &amp; Shashankasana</li> <li>Relaxation techniques for improving concentration - Yog-Nidra</li> </ul>                                                                                                                                                        |                                   |       |
| <b>IV</b><br>Sports/games                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <ul style="list-style-type: none"> <li>Warming up and limbering down exercises</li> <li>Tournaments- Knock out, League/ Round Robin &amp; combination</li> <li>Following subtopics related to any one Game/Sport of choice of student out of: Badminton, Chess, Carrom, Table Tennis, Cricket, Kabaddi, Volley ball, Basketball, Football, Hockey, etc.</li> </ul>                                                                         |                                   |       |
| <b>V</b><br>Sports/games                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <ul style="list-style-type: none"> <li>History of the Game/Sport.</li> <li>Latest General Rules of the Game/Sport.</li> <li>Specifications of Play Fields and Related Sports Equipment.</li> <li>Effect of anxiety &amp; fear on sports performance</li> </ul>                                                                                                                                                                             |                                   |       |

**Reference Books:**

| Sr. No. | Name of the Author | Title of the Book             | Year of Edition | Publisher                                             |
|---------|--------------------|-------------------------------|-----------------|-------------------------------------------------------|
| 01      | V.K.Sharma         | Health and Physical Education | 2020            | NCERT Books; Saraswati House Publication, • New Delhi |
| 02      | B.K.S. Iyengar     | Light on Yoga                 | 2016            | Thomson's Publication, New Delhi                      |

**Online Resources:**

| Online Resource No. | Website address                                                                                                                                 |
|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                   | <a href="https://www.youtube.com/watch?v=dAqQqmaI9vY&amp;feature=youtu.be">https://www.youtube.com/watch?v=dAqQqmaI9vY&amp;feature=youtu.be</a> |
| 2                   | <a href="https://www.youtube.com/watch?v=c8hjhRqIwHE">https://www.youtube.com/watch?v=c8hjhRqIwHE</a>                                           |

**MOOCs:**

| Resource No. | Website address                                         |
|--------------|---------------------------------------------------------|
| 1            | <a href="https://www.mooc.org">https://www.mooc.org</a> |

## BBA SEMESTER IV

| Programme: BBA CBCS– Revised Syllabus w.e.f.- Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                 |                        |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                             | Cours e Code                                                                                                                                                                                                                                                                                    | Course Title           |       |
| IV                                                                                                                                                                                                                                                                                                                                                                                                                                   | 401                                                                                                                                                                                                                                                                                             | International Business |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                 | Pritam Kothari_AKIMS   |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                                                                                                       | Credits                                                                                                                                                                                                                                                                                         | Evaluation             | Marks |
| DSC                                                                                                                                                                                                                                                                                                                                                                                                                                  | 03                                                                                                                                                                                                                                                                                              | IE:UE                  | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                 |                        |       |
| <ul style="list-style-type: none"> <li>• Enable students build strong foundation in concepts of international trade and business</li> <li>• Help students understand social, cultural and economic factors that lead to trade between countries</li> <li>• Help students study various economic integrations for promoting regional trade and investments</li> </ul>                                                                 |                                                                                                                                                                                                                                                                                                 |                        |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                 |                        |       |
| After completing the course the students shall be able to<br>CO1: To enable the students to take decisions related to global issues and policies. CO2: To be able to Interpret Foreign trade policy and avail incentives offered under various schemes.<br>CO3: To recall the role and functions of Global Institutions IMF, WTO and World Bank.<br>CO4: To comprehend the exchange rates practically and its implications on trade. |                                                                                                                                                                                                                                                                                                 |                        |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                 | Sub Unit                                                                                                                                                                                                                                                                                        |                        |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                    | Definition of International Business, Nature and Scope of International, , Stages of Internationalization, Differences between Domestic and International Business Business, Exporting, Importing and Countertrade Settlement through NOSTRO and VOSTRO Accounts, Advantages and Disadvantages  |                        |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                    | Globalization Definition of Globalization, Globalization of Market, Globalization of Production, Drivers of Globalization International Trade Theories Mercantilism, Absolute Cost Advantage, Comparative Advantage, Huckscher Ohlin Theory, Product Life cycle Theory, Porter's Diamond Theory |                        |       |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                                    | Types of Exchange Rate – Real and Nominal exchange Rate, Fixed vs. Flexible Exchange Rate, Managing Float, Factors affecting Foreign Exchange Rate ,                                                                                                                                            |                        |       |
| 4                                                                                                                                                                                                                                                                                                                                                                                                                                    | Balance of Trade and Balance of Payments, International Monetary Fund (IMF) – Objectives and functions., World Bank – Objective and Functions / Globalization in Marketing and International Human Resource                                                                                     |                        |       |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                    | Evolution, Structure and Functions of : North Atlantic Free Trade Agreement (NAFTA), South Asian Association for Regional Co- operation (SAARC), European Union (E.U.) / G-20 / BRIC, World Trade Organization (WTO)                                                                            |                        |       |

**Reference Books:**

| Sr. No. | Name of the Author             | Title of the Book                                           | Year Edition      | Publisher Company     |
|---------|--------------------------------|-------------------------------------------------------------|-------------------|-----------------------|
| 1       | Rakesh Mohan Joshi (IIFT)      | International Business                                      | 2009              | OXFORD                |
| 2       | V.K Bhalla                     | International Business                                      | 2013              | S. Chand              |
| 3       | K. Aswathappa                  | International Business                                      | 6 th Edition 2017 | McGraw Hill Education |
| 4       | Donald Ball and MichealGeringe | International Business: The Challenge of Global Competition | 9 th Edition      | McGraw Hill Education |
| 5       | Charles W. L. Hill             | International Business: Competing in the Global Market      | 10 edition 2017   | McGraw Hill Education |

**Online Resources:**

| Online Resources No. | Website address                                              |
|----------------------|--------------------------------------------------------------|
| 1                    | <a href="http://www.imf.org">www.imf.org</a>                 |
| 2                    | <a href="http://www.wto.org">www.wto.org</a>                 |
| 3                    | <a href="http://www.trademap.org">www.trademap.org</a>       |
| 4                    | <a href="http://www.commerce.nic.in">www.commerce.nic.in</a> |
| 5                    | <a href="http://www.dgft.gov.in">www.dgft.gov.in</a>         |

**MOOCs:**

| Resources | Web site address                                                                                                                                                        |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1         | <a href="https://www.openlearning.com/courses/GFMA2023/">https://www.openlearning.com/courses/GFMA2023/</a>                                                             |
| 2         | EDX <a href="https://www.edx.org/course/international-businessenvironment-and-global-st">https://www.edx.org/course/international-businessenvironment-and-global-st</a> |
| 3         | EDX <a href="https://www.edx.org/learn/internationalbusiness">https://www.edx.org/learn/internationalbusiness</a>                                                       |
| 4         | COURSERA <a href="https://www.coursera.org/learn/internationalbusiness">https://www.coursera.org/learn/internationalbusiness</a>                                        |

| Programme: BBA CBCS–Revised Syllabus w.e.f.-Year 2023–2024                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                              |                                           |       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                | Course Code                                                                                                                                                                                                                                                                                                                                                                                  | Course Title                              |       |
| IV                                                                                                                                                                                                                                                                                                      | 402                                                                                                                                                                                                                                                                                                                                                                                          | Design Thinking and Innovation Management |       |
| Prepared By                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                              | Dr. Shital Deshmukh_YMIM                  |       |
| Type of Course                                                                                                                                                                                                                                                                                          | Credits                                                                                                                                                                                                                                                                                                                                                                                      | Evaluation                                | Marks |
| DSC                                                                                                                                                                                                                                                                                                     | 03                                                                                                                                                                                                                                                                                                                                                                                           | IE:UE                                     | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                              |                                           |       |
| <ul style="list-style-type: none"> <li>Inculcate the fundamental concepts of design thinking</li> <li>Develop the students as a good designer by imparting creativity and problem solving ability</li> <li>Conceive, conceptualize, design and demonstrate innovative ideas using prototypes</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                              |                                           |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                              |                                           |       |
| At the successful completion of the course the learner will be able to                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                              |                                           |       |
| CO1: Demonstrate the critical theories of design, systems thinking, and design methodologies                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                              |                                           |       |
| CO2: Produce great designs, be a more effective engineer, and communicate with high emotional and intellectual impact                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                              |                                           |       |
| CO3: Understand the diverse methods employed in design thinking and establish a workable design thinking framework to use in their practices                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                              |                                           |       |
| CO4: Conceive, organize, lead and implement projects in interdisciplinary domain and address social concerns with innovative approaches                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                              |                                           |       |
| Unit No.                                                                                                                                                                                                                                                                                                | Sub unit                                                                                                                                                                                                                                                                                                                                                                                     |                                           |       |
| I                                                                                                                                                                                                                                                                                                       | <b>Design Process:</b><br>Traditional design, Design thinking, Existing sample design projects, Study on designs around us, Compositions/structure of a design, Innovative design: Breaking of patterns, Reframe existing design problems,<br><b>Principles of creativity Empathy:</b> Customer Needs, Insight-leaving from the lives of others/standing on the shoes of others, Observation |                                           |       |
| II                                                                                                                                                                                                                                                                                                      | <b>Design team:</b><br>Team formation, Conceptualization: Visual thinking, Drawing/sketching, New concept thinking, Patents and Intellectual Property, Concept Generation Methodologies, Concept Selection, Concept Testing,                                                                                                                                                                 |                                           |       |
| III                                                                                                                                                                                                                                                                                                     | <b>Prototyping :</b><br>Opportunity identification Prototyping: Principles of prototyping, Prototyping technologies, Prototype using simple things, Wooden model, Clay model, 3D printing; Experimenting/testing.                                                                                                                                                                            |                                           |       |
| IV                                                                                                                                                                                                                                                                                                      | <b>Creativity in Innovation:</b><br>Creativity - meaning, Creativity Process , Components of creative performance Types of creativity and Techniques of creative problem solving (workshops and exercises)<br>Design Thinking: Solution based approach to problem Solving                                                                                                                    |                                           |       |
| V                                                                                                                                                                                                                                                                                                       | <b>Innovation in Entrepreneurship:</b> Innovation: Meaning & significance of innovation Types of innovation, Innovation Diffusion theory, Innovation in Organizations Drivers of Innovation Bottom up and Top down Innovation Horizontal versus vertical Innovation                                                                                                                          |                                           |       |

**Reference Books:**

| Sr.No. | Name of the Author              | Title of the Book                                                            | Year of Edition | Publisher                      |
|--------|---------------------------------|------------------------------------------------------------------------------|-----------------|--------------------------------|
| 01     | Tim Brown, Change               | Design: How Design Thinking Transforms Organizations and Inspires Innovation | 2022            | Harper Collins Publishers Ltd. |
| 02     | Idris Mootee                    | Design Thinking for Strategic Innovation                                     | 2013            | John Wiley & Sons Inc          |
| 03     | Gavin Ambrose, Paul Harris      | Basics Design - 8: Design Thinking, illustrated, reprint,                    | 2010            | AVA Publishing,                |
| 04     | Christian Muller Rotenberg      | “Handbook of Design Thinking                                                 | 2018            | Kindle Direct Publishing       |
| 05     | Happen, Porus Munshi,           | Making Breakthrough Innovations                                              | 2020            | Marico Innovation Foundation   |
| 06     | Navi Radjou and Jaideep Prabhu, | Frugal Innovation                                                            | 2022            | Hachette India                 |

**Online Resources:**

| Online Resource No. | Website address                                                                                                                               |
|---------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| 1                   | <a href="https://www.mindtools.com/brainstm.html">https://www.mindtools.com/brainstm.html</a>                                                 |
| 2                   | <a href="https://www.quicksprout.com/">https://www.quicksprout.com/</a>                                                                       |
| 3                   | <a href="https://support.microsoft.com/en-us/kb/273814">https://support.microsoft.com/en-us/kb/273814</a>                                     |
| 4                   | <a href="http://www.vertabelo.com/blog/documentation/reverse-engineering">http://www.vertabelo.com/blog/documentation/reverse-engineering</a> |
| 5                   | <a href="https://www.youtube.com/watch?v=2mjSDIBaUIM">https://www.youtube.com/watch?v=2mjSDIBaUIM</a>                                         |
| 6                   | <a href="https://docs.oracle.com/cd/E11108_02/otn/pdf">https://docs.oracle.com/cd/E11108_02/otn/pdf</a>                                       |

**MOOCs:**

| Resource No. | Website address                                         |
|--------------|---------------------------------------------------------|
| 1            | <a href="https://www.mooc.org">https://www.mooc.org</a> |

| Programme:BBA CBCS–Revised Syllabus w.e.f.-Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                    |                        |       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                    | Course Code                                                                                                                                                                                                                                                                                                                                                                                                        | Course Title           |       |
| IV                                                                                                                                                                                                                                                                                                                                                                                                                                          | 403                                                                                                                                                                                                                                                                                                                                                                                                                | Research Methodology   |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                    | Dr. Bajirao Patil_YMIM |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                                                                                                              | Credits                                                                                                                                                                                                                                                                                                                                                                                                            | Evaluation             | Marks |
| DSC                                                                                                                                                                                                                                                                                                                                                                                                                                         | 03                                                                                                                                                                                                                                                                                                                                                                                                                 | IE:UE                  | 30:70 |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                    |                        |       |
| CO1: Develop understanding on various applications of research for managerial decision making<br>CO2: Explain key research and summarize the research articles and research reports CO3: Have basic awareness of data analysis-and hypothesis testing procedures CO4: Design questionnaires and administer simple survey based projects<br>CO5: Describe sampling methods, measurement scales and instruments, and appropriate uses of each |                                                                                                                                                                                                                                                                                                                                                                                                                    |                        |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                        | Sub units                                                                                                                                                                                                                                                                                                                                                                                                          |                        |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>Introduction to Research Methodology</b><br>Meaning, definition and objectives of research, motivations for research, types of research, Importance of research in managerial decision making, research in Research in functional / business areas. Qualities of a good researcher.                                                                                                                             |                        |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>Research Process</b><br>Steps in research process, Defining the research problem, Problem formulation and statement, Framing of hypothesis Research design : Meaning, characteristics, importance of research design. Development and designing of tools of data collection Designing of research projects – research proposal.                                                                                 |                        |       |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>Sampling and Data Collection</b><br>Census and sample survey. Need and importance of sampling, Data collection – Primary and secondary sources of data, methods of collecting primary data - interview, observation, questionnaires, schedules through enumerators, surveys. Advantages and Limitations of different methods of data collection. Use of secondary data, precautions while using secondary data. |                        |       |
| 4                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>Processing and Analysis of Data</b><br>Meaning, importance and steps involved in processing of data. Statistical tools and techniques for analysis of data Analysis and Interpretation of data –Interpretations of results, Concept of Univariate, Bi-variate and multivariate analysis of data.                                                                                                                |                        |       |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>Report Writing</b><br>Importance of research reports, types of reports, Format of a research report, Precautions in writing a research report.<br>Plagiarism and its types. References and Bibliography. Dissemination of research results. Ethical issues in conducting research.                                                                                                                              |                        |       |

**Reference Books:**

| Sr.No. | Name of the Author             | Title of the Book                                      | Year of Edition | Publisher             |
|--------|--------------------------------|--------------------------------------------------------|-----------------|-----------------------|
| 1      | Kothari C R                    | Research Methodology –Methods & Techniques             | 2014            | PHI Pvt Ltd New Delhi |
| 2      | Uma Sekharan                   | Research Methods for business                          | 2016            | Oxford                |
| 3      | Ranjit Kumar                   | Research Methodology                                   | 2009            | Pearson Education     |
| 4      | Donald Cooper and PS Schindler | Business Research Methods                              | 2015            | Tata McGraw Hill      |
| 5      | Neuman, W.L.                   | Social Research Methods – Qualitative and Quantitative | 2008            | Pearson               |

**Online Resources:**

| Online Resource No. | Website address                                                                                                                                                                                                                                                                                                                                                                                    |
|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                   | <a href="https://www.manaraa.com/upload/43ef7b58-5c8a-4371-8aea-699609cd2aaf.pdf">https://www.manaraa.com/upload/43ef7b58-5c8a-4371-8aea-699609cd2aaf.pdf</a>                                                                                                                                                                                                                                      |
| 2                   | <a href="http://ebooks.lpude.in/commerce/mcom/term_2/dcom408_dmgt404_research_methodology.pdf">http://ebooks.lpude.in/commerce/mcom/term_2/dcom408_dmgt404_research_methodology.pdf</a>                                                                                                                                                                                                            |
| 3                   | <a href="https://www.methodspace.com/open-access-sage-journals-with-a-research-methods-focus/">https://www.methodspace.com/open-access-sage-journals-with-a-research-methods-focus/</a>                                                                                                                                                                                                            |
| 4                   | <a href="https://www.researchgate.net/deref/https%3a%2f%2fwww.amazon.com%2fho_w-research-todays-tips-tools-ebook%2fdp%2fb01i5jjdxc">https://www.researchgate.net/deref/https%3a%2f%2fwww.amazon.com%2fho_w-research-todays-tips-tools-ebook%2fdp%2fb01i5jjdxc</a><br><a href="http://www.ala.org/tools/research/larks/researchmethods">http://www.ala.org/tools/research/larks/researchmethods</a> |
| 5                   | <a href="https://www.intechopen.com/online-first/research-design-and-methodology">https://www.intechopen.com/online-first/research-design-and-methodology</a>                                                                                                                                                                                                                                      |
| 6                   | <a href="https://lecturenotes.in/m/21513-research-methodology-">https://lecturenotes.in/m/21513-research-methodology-</a>                                                                                                                                                                                                                                                                          |

**MOOCs:**

| Resource No. | Website address                                                                                                                 |
|--------------|---------------------------------------------------------------------------------------------------------------------------------|
| 1            | <a href="https://swayam.gov.in/nd2_cec20_hs17/preview">https://swayam.gov.in/nd2_cec20_hs17/preview</a>                         |
| 2            | <a href="https://www.classcentral.com/course/researchmethods-1767">https://www.classcentral.com/course/researchmethods-1767</a> |
| 3            | <a href="https://www.coursera.org/learn/research-methods">https://www.coursera.org/learn/research-methods</a>                   |



| Programme: BBA CBCS– Revised Syllabus w.e.f.- Year 2023–2024                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                |                        |       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                              | Course Code                                                                                                                                                                                                                                                    | Course Title           |       |
| IV                                                                                                                                                                                                                                                                                                                                                                    | 404                                                                                                                                                                                                                                                            | Corporate Law          |       |
| Prepared by                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                | Amarja Nargunde_ IMRDA |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                                        | Credits                                                                                                                                                                                                                                                        | Evaluation             | Marks |
| DSC                                                                                                                                                                                                                                                                                                                                                                   | 03                                                                                                                                                                                                                                                             | IE:UE                  | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                |                        |       |
| <ul style="list-style-type: none"> <li>To understand basic concepts of corporate management.</li> <li>To understand role of regulatory authorities in corporate management.</li> <li>To understand the concept of corporate governance.</li> <li>To understand what is capital market and its role in the national development.</li> </ul>                            |                                                                                                                                                                                                                                                                |                        |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                |                        |       |
| <p>At the successful completion of the course the learner will be able to</p> <p>CO1: Understand the process of formation of a company.</p> <p>CO2: Understand powers of different authorities of corporate governance.</p> <p>CO3: Understand Role, Relevance and significance of Capital Market.</p> <p>CO4: Understand the process of winding up of a company.</p> |                                                                                                                                                                                                                                                                |                        |       |
| Unit No.                                                                                                                                                                                                                                                                                                                                                              | Subunit                                                                                                                                                                                                                                                        |                        |       |
| I                                                                                                                                                                                                                                                                                                                                                                     | Formation of a company, Certificate of Incorporation, Memorandum and Articles of Association, Prospectus, Doctrine of Ultra Vires, Types of Companies, Directors: Appointment, Powers and Duties of Directors, Procedure of calling meeting, Types of Meetings |                        |       |
| II                                                                                                                                                                                                                                                                                                                                                                    | Audit Committee: Its Role, Prevention of Mismanagement, Insider Trading, Company Investigation, Securities and Exchange Board of India (SEBI): Constitution, Powers and Functions, Role & Powers of the Company Law Board, Role & Powers of Central Government |                        |       |
| III                                                                                                                                                                                                                                                                                                                                                                   | Role, Relevance and significance of Capital Market in national development, Meaning and forms of FDI, Foreign Exchange Management Act, Rights of shareholders and debenture holders, Difference between Shares and Debentures                                  |                        |       |
| IV                                                                                                                                                                                                                                                                                                                                                                    | Importance of Corporate Governance, Corporate Governance in India, Corporate Social and Environmental Responsibility, Emerging trends                                                                                                                          |                        |       |
| V                                                                                                                                                                                                                                                                                                                                                                     | Winding up of Companies, Mode of winding up of a companies, Compulsory Winding up under the Order of the Tribunal, Voluntary winding up Payment of liabilities of a company                                                                                    |                        |       |

**Reference Books:**

| Sr. No. | Name Of The Author  | Title Of The Book                         | Year Of Edition | Publisher            |
|---------|---------------------|-------------------------------------------|-----------------|----------------------|
| 01      | Rinita Das          | Avtar Singh's Company Law An Introduction | 2016            | Eastern Book Company |
| 02      | Dr Anil Kumar.      | Corporate Laws                            | 2022            | Taxmann.             |
| 03      | GK Kapoor, AP Suri. | Corporate Laws                            | 2015            | Taxmann.             |
| 04      | Dr. Harleen kaur    | Corporate Law                             | 2021            | Kitab Mahal          |

**Online Resources:**

| Online Resource No. | Website address                                                                                                                                               |
|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                   | <a href="https://icmai.in/upload/Students/Syllabus2016/Final/Paper-13-Feb-21.pdf">https://icmai.in/upload/Students/Syllabus2016/Final/Paper-13-Feb-21.pdf</a> |
| 2                   | <a href="https://lawbhoomi.com/companies-act-notes-and-study-materials/">https://lawbhoomi.com/companies-act-notes-and-study-materials/</a>                   |

**MOOCs:**

| Resource No. | Website address                                                                                                             |
|--------------|-----------------------------------------------------------------------------------------------------------------------------|
| 1            | <a href="https://onlinecourses.swayam2.ac.in/cec23_lw05/preview">https://onlinecourses.swayam2.ac.in/cec23_lw05/preview</a> |

| Programme: BBA CBCS– Revised Syllabus w.e.f.- Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                          |                      |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Cours e Code                                                                                                                                                                                                                                                                                                                                                                             | Course Title         |       |
| IV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 404                                                                                                                                                                                                                                                                                                                                                                                      | Financial Management |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                          | Shabana Memon_IMK    |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Credit s                                                                                                                                                                                                                                                                                                                                                                                 | Evaluation           | Marks |
| DSC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 03                                                                                                                                                                                                                                                                                                                                                                                       | IE:UE                | 30:70 |
| <b>Course Objective:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                          |                      |       |
| <ul style="list-style-type: none"> <li>Develop foundational skill sets necessary for effective financial decision making.</li> <li>Cultivate analytical abilities to comprehend and interpret financial statements proficiently.</li> <li>Enhance understanding of business operations, recognizing potential opportunities, evolution of enterprises, and exploring entrepreneurial avenues (BEDK).</li> <li>Foster skills in analyzing business data, applying relevant analysis techniques, and solving problems across functional areas, emphasizing critical thinking, business analysis, problem-solving, and innovative solutions (CBPI).</li> <li>Foster social responsiveness to contextual social issues/problems, including identifying problems, exploring opportunities, designing business solutions, and demonstrating ethical standards in organizational decision-making (SRE).</li> </ul>                                |                                                                                                                                                                                                                                                                                                                                                                                          |                      |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                          |                      |       |
| CO1: Development of basic skillsets required for Financial Decision Making<br>CO2: Development of analytical skillset to understand and interpret Financial Statements<br>CO3: Graduates are able to improve their knowledge about functioning business, identifying potential business opportunities, involvement of business enterprises and exploring entrepreneurial opportunities (BEDK)<br>CO4: Graduates are expected to develop skills on analyzing the business data, application of relevant analysis, problem solving in the functional areas, i.e. Critical thinking-Business Analysis-Problem Solving and Innovative Solutions (CBPI)<br>CO5: Developing Social Responsiveness to contextual social issues/ problems and exploring solutions. Graduates are expected to identify problems, explore the opportunities, design the business solutions and demonstrate ethical standards in organizational decision making.(SRE) |                                                                                                                                                                                                                                                                                                                                                                                          |                      |       |
| Uni t                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Sub units                                                                                                                                                                                                                                                                                                                                                                                |                      |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Introduction:</b><br>Meaning of Financial Management, Scope and Functions of Financial Management, Objectives of Financial Management Profit Vs Wealth Maximization, Finance Functions: Investment Decision, Liquidity Decision, Financing Decision and Dividend Decision                                                                                                             |                      |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Investment Decision:</b><br><b>Capital Budgeting Decision</b> Meaning, Importance and process of Capital Budgeting, Capital Budgeting Techniques - Problems & case studies- Accounting Rate of Return, Payback Period, Net Present Value, Profitability Index, Discounted Payback Period, Internal Rate of Return Capital Budgeting under Risk and Uncertainty Concept and Techniques |                      |       |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Liquidity Decision: Working Capital Management:</b> Meaning, Need and Types of Working Capital, Components of Working Capital, Sources of Working Capital Financing                                                                                                                                                                                                                   |                      |       |

|   |                                                                                                                                                                                                                                                                                                                                                                                                                |
|---|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 4 | <b>Financing Decision:</b> Sources of Long Term Domestic Finance: Shares, Debentures, Retained Earnings, <b>Capital Structure:</b> Meaning and Principles of Capital Structure Management, <b>Cost of Capital:</b> Meaning, Components, Cost of Debt, Cost of Preference Share, Cost of Equity Share, Cost of Retained Earnings, and Weighted Average Cost of Capital, Leverage: Concept and Types of Leverage |
| 5 | <b>Dividend Decision:</b> Factors determining Dividend policy, Theories of Dividend- Gordon Model, Walter Model, MM Hypothesis, and Forms of Dividend Payment: Cash Dividend, Bonus Share and Stock Split, Stock Repurchase, Dividend Policies in Practice.<br><b>Financial Statement Analysis:</b> Meaning and Types, Techniques of Financial Statement Analysis, Trend Analysis and Ratio Analysis.          |

**Reference Books:**

| Sr. No.           | Name of the Author                            | Title of the Book                          | Year Edition  | Publisher Company    |
|-------------------|-----------------------------------------------|--------------------------------------------|---------------|----------------------|
| 1 – National      | SheebaKapil                                   | Fundamentals of Financial Management       |               | Pearson Publications |
| 2 – National      | I.M. Pandey                                   | Financial Management                       |               | Vikas Publication    |
| 3 – National      | Khan and Jain                                 | Financial Management                       |               | TATA McGraw Hill     |
| 4- National       | R.P. Rustogi                                  | Financial Management                       |               |                      |
| 4 – International | Eugene F. Brigham, Michael C. Ehrhardt        | Financial Management – Theory and Practice | 11th edition. |                      |
| 5 – International | Jonathan Berk, Peter DeMarzo and Ashok Thampy | Financial Management                       |               | Pearson Publication  |

**Online Resources:**

| Online Resources No | Resources Name | Web site address                                                                            |
|---------------------|----------------|---------------------------------------------------------------------------------------------|
| 1                   | Google Scholar | <a href="https://scholar.google.com/">https://scholar.google.com/</a>                       |
| 2                   | Gutenberg      | <a href="https://www.gutenberg.org/">https://www.gutenberg.org/</a>                         |
| 3                   | Open Culture   | <a href="http://www.openculture.com/free_ebooks">http://www.openculture.com/free_ebooks</a> |
| 4                   | Open Library   | <a href="https://openlibrary.org/">https://openlibrary.org/</a>                             |

**MOOCs:**

| Resources No | Resources Name                                                                                                               | Web site address                                                                            |
|--------------|------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| 1            | Alison - free technology, language, science, health, humanities, business, math, marketing and lifestyle courses.            | <a href="https://alison.com/">https://alison.com/</a>                                       |
| 2            | Khan Academy - free online courses and lessons                                                                               | <a href="https://www.khanacademy.org/">https://www.khanacademy.org/</a>                     |
| 3            | Future learn                                                                                                                 | <a href="http://www.openculture.com/free_ebooks">http://www.openculture.com/free_ebooks</a> |
| 4            | SWAYAM which is a India MOOCs platform for which University Grants Commission has allowed upto 20% credit transfer facility. | <a href="https://swayam.gov.in/">https://swayam.gov.in/</a>                                 |
| 5            | University of Florida                                                                                                        | <a href="http://www.coursera.org">www.coursera.org</a>                                      |
| 6            | University of London                                                                                                         | <a href="http://www.cefims.as.uk">www.cefims.as.uk</a>                                      |
| 7            | IIM ,Bangalore                                                                                                               | <a href="http://www.edx.org">www.edx.org</a>                                                |

| Programme: BBA CBCS– Revised Syllabus w.e.f.- Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                           |                       |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Course Code                                                                                                                                                                                                                                                                                               | Course Title          |       |
| IV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 406                                                                                                                                                                                                                                                                                                       | Data Science          |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                           | Satyawar Hembade_IMED |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Credits                                                                                                                                                                                                                                                                                                   | Evaluation            | Marks |
| AEC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 02                                                                                                                                                                                                                                                                                                        | IA                    | 100   |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                           |                       |       |
| <ul style="list-style-type: none"> <li>To understanding the Role of Data Science in business.</li> <li>To study the basic concept of data management and data mining techniques.</li> <li>Understanding the basic concept of Data Science and its Project Life Cycle.</li> <li>To understand the basic concept of machine learning.</li> <li>To study various applications of data science in various business domain.</li> </ul>                                                          |                                                                                                                                                                                                                                                                                                           |                       |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                           |                       |       |
| <p>At the successful completion of the course the learner will be able to</p> <p>CO1: Define Data science and Machine Learning along with its role in business</p> <p>CO2: Describe data management and handling and Data Science Project Life Cycle.</p> <p>CO3: Apply data visualization effectively and use R for it.</p> <p>CO4: Define machine Learning and describe various types of it.</p> <p>CO5: Apply data science in various business domain to solve real world problems.</p> |                                                                                                                                                                                                                                                                                                           |                       |       |
| <b>Unit No.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Unit Contents</b>                                                                                                                                                                                                                                                                                      |                       |       |
| 1.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Introduction to Data Science</b><br>Definition of Data Science and need of it? Historical Overview of data analysis and Overview of data science process, Life cycle of Data Science project. defining the goal Roles and responsibilities in Data Science project, Data Engineer vs. Business Analyst |                       |       |
| 2.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Data Handling</b><br>Data Collection, Data Management and Big Data Management, Organization/sources of data, Importance of data quality, Dealing with missing or incomplete data <b>Computing simple statistics:</b> Means, variances, standard deviations, weighted averaging, modes, quartiles       |                       |       |
| 3.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Data Visualization</b> Definition, importance of data visualization in data science, Exploratory Data analysis- Chart Types: Tabular data, dot and line plots, scatter plots, bar plots and pie charts Using R for Data visualization                                                                  |                       |       |
| 4.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Introduction to Data Science</b><br>Definition, Applications of machine learning in data science, Types of Machine Learning - supervised learning, semi supervised learning, un- supervised learning, Linear regression, Decision Tree classifier – constructing decision Tree, Bayes Naïve Bayes      |                       |       |
| 5.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Applications of Data Science</b><br>Applications of Data Science in Business domain:<br>Using Data Science in Retail Analytics, Marketing Analytics, Financial Analytics, Healthcare Analytics and Supply Chain Analytics.                                                                             |                       |       |

**Reference Books:**

| Sr. No. | Name of the Author                               | Title of the Book                                                                   | Year Edition            | Publisher Company |
|---------|--------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------|-------------------|
| 1       | Pang-Ning Tan,<br>Michael Steinbach, Vipin Kumar | Introduction to Data Mining                                                         | 2021,<br>Second Edition | Pearson Education |
| 2       | B. Uma Maheswari, R. Sujatha                     | Introduction to Data Science                                                        | 2021                    | Wiley India       |
| 3       | Peter Bruce,<br>Andrew Bruce,<br>Peter Gedeck    | Practical Statistics for Data Scientists: 50+ Essential Concepts Using R and Python | 2020                    | O'Reilly Media    |

**Online Resources:**

| Online Resources No. | Website address                                                                                                                       |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------|
| 1                    | <a href="https://www.simplilearn.com/tutorials/data-science-tutorial">https://www.simplilearn.com/tutorials/data-science-tutorial</a> |
| 2                    | <a href="https://www.w3schools.com/datascience/default.asp">https://www.w3schools.com/datascience/default.asp</a>                     |
| 3                    | <a href="https://www.geeksforgeeks.org/data-science-tutorial">https://www.geeksforgeeks.org/data-science-tutorial</a>                 |

**MOOCs:**

| Resources No. | Website address                                        |
|---------------|--------------------------------------------------------|
| 1             | NPTEL / Swayam                                         |
| 2             | <a href="http://www.edx.com">www.edx.com</a>           |
| 3             | <a href="http://www.coursera.com">www.coursera.com</a> |

| Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                    |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Course Code                                                                                                                                                                                                                                                                                                                                                                                                                         | Course Title                       |       |
| IV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 406                                                                                                                                                                                                                                                                                                                                                                                                                                 | Technical Analysis in Stock Market |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                     | Shabana Memon_IMK                  |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Credits                                                                                                                                                                                                                                                                                                                                                                                                                             | Evaluation                         | Marks |
| AEC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 02                                                                                                                                                                                                                                                                                                                                                                                                                                  | IA                                 | 100   |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                    |       |
| <ul style="list-style-type: none"> <li>• Develop a comprehensive understanding of the risk and return relationship in investment decision making.</li> <li>• Equip students with the skills to make informed decisions regarding whether to maintain investments in a company or divest by selling shares.</li> <li>• Enable students to conduct thorough analyses of companies, examining financial data as well as quantitative and qualitative factors.</li> <li>• Enhance understanding of the psychological aspects involved in trading decisions.</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                    |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                    |       |
| CO1: Understand the risk and return relationship<br>CO2: Take decision on whether to stay invested in a company or sell the shares and come out.<br>CO3: Study the companies, analyze financials, and look at quantitative and qualitative aspects.<br>CO4: It enables to understand the psychology in trading.                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                    |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Sub units                                                                                                                                                                                                                                                                                                                                                                                                                           |                                    |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>Stock Market Indices:</b> Meaning, Purpose, and Construction in developing index – Methods (Weighted Aggregate Value method, Weighted Average of Price Relatives method, Free-Float method) – Stock market indices in India – BSE Sensex - Scrip selection criteria – Other BSE indices (briefly) – NSE indices – S&P CNX Nifty – Scrip selection criteria – Construction – Stock market indices in foreign countries (Overview) |                                    |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>Fundamental Analysis :</b> Economic analysis, Industry analysis and Company analysis. Financial Statement Analysis: shareholder's equity- balance sheet and Income statement –cash flow – analysis of growth and sustainable earnings, Financial and Valuation Modeling: price earnings ratio – anchoring value on earnings – reverse engineering the model for active investing                                                 |                                    |       |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>Technical Analysis:</b> Meaning – Purpose - History – Importance - assumptions - News and Your Trading - Managing a Trade – Dealing with Disaster - Reward to Risk Ratio - Psychology in Trading and Planning - using Public Fear as a Trading Tool - Analysis of a Losing Trade – support vs resistance – Intraday trend – trading gap                                                                                          |                                    |       |
| 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>Charting Techniques:</b> Trend-Determining Techniques – The Market Cycle Model Financial Markets and the Business Cycle - Dow Theory – Typical Parameters for Intermediate Trends –Eliot Wave theory - Price Patterns - Smaller Price Patterns - One and Two Bar Price Patterns - Trend lines – charts- types – swing trading strategies                                                                                         |                                    |       |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>Behavioral Finance:</b> Irrational influences – heuristic driven biases – Frame dependence – Emotional and social influences - Efficient market theory - basic concepts - Forms of EMH – Random Walk Theory – Market Inefficiencies                                                                                                                                                                                              |                                    |       |



**Reference Books:**

| Sr.No. | Name of the Author                                     | Title of the Book                            | Year of Edition         | Publisher                        |
|--------|--------------------------------------------------------|----------------------------------------------|-------------------------|----------------------------------|
| 01     | Pring, Martin J.                                       | “Technical Analysis Explained”               | 4th Edition             | McGraw Hill                      |
| 02     | Nison, Steve; Nison, Nison                             | “Japanese Candlestick Charting Techniques    | 2 <sup>nd</sup> Edition | PHP                              |
| 03     | Punithavathy Pandian,                                  | “Security Analysis and Portfolio Management” |                         | Vikas Publishing House Pvt. Ltd. |
| 04     | D., Schwager, Jack; Mark, Schwager, Jack D. & Etzkorn, | Getting Started in Technical Analysis”       | 1999                    | John Wiley & Sons,               |

**Online Resources:**

| Online Resource No. | Website address                                        |
|---------------------|--------------------------------------------------------|
| 1                   | <a href="http://www.nseindia.com">www.nseindia.com</a> |

**MOOCs:**

| Resource No. | Website address |
|--------------|-----------------|
|--------------|-----------------|

| Programme: BBA CBCS– Revised Syllabus w.e.f.-Year2023 –2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                      |                          |            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|------------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Course Code                                                                                                                                                                                                                                          | Course Title             |            |
| <b>IV</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>406</b>                                                                                                                                                                                                                                           | <b>Digital Marketing</b> |            |
| Type of Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Credits                                                                                                                                                                                                                                              | Evaluation               | Marks      |
| <b>AEC</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>2</b>                                                                                                                                                                                                                                             | <b>IA</b>                | <b>100</b> |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                      |                          |            |
| <ul style="list-style-type: none"> <li>To make students aware of the changes in the modern digital world.</li> <li>To introduce students to the fundamental concepts of marketing and role of Digital marketing</li> <li>To make students aware about changing consumer behavior in the digital world</li> <li>To give understanding of formulation digital marketing strategy</li> <li>To introduce students with various digital marketing platforms</li> </ul>                                                                                                                                                        |                                                                                                                                                                                                                                                      |                          |            |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                      |                          |            |
| <p>After completing the course the students shall be able to</p> <p>CO1: Understand the concepts of Digital marketing know the nature of digital marketing</p> <p>CO2: Make use of e -consumer behavior insights to meet the digital marketing needs of the modern era.</p> <p>CO3: Select appropriate digital marketing platform and plan digital marketing strategy CO4: Apply the concepts of SEO and SEM to build effective digital marketing plan. CO5: Choose appropriate channels of mobile marketing and affiliate marketing.</p> <p>CO6: Compose an e-mail with a goal of increasing reach and engagements.</p> |                                                                                                                                                                                                                                                      |                          |            |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Sub Unit                                                                                                                                                                                                                                             |                          |            |
| <b>Unit I</b><br>Basics of Digital Marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Introduction to Digital Marketing : Fundamental concepts of marketing. Digital revolution in India. Nature, scope and significance of Digital Marketing Difference between traditional marketing and digital marketing. Digital marketing platforms. |                          |            |
| <b>Unit II</b><br>Digital Consumer                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Understanding Consumer behavior in digital world. Marketing Funnel.<br>• Digital marketing funnel. The digital revolution in India.                                                                                                                  |                          |            |
| <b>Unit III</b><br>Digital marketing Strategy :                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | STP for digital marketing. Concept of Digital/Online marketing Mix.<br>• Introduction to Digital marketing Platforms                                                                                                                                 |                          |            |
| <b>Unit IV</b><br>SEO and SEM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | WEBSITE PLANNING, SEARCH ENGINE MARKETING, SEO: SEM in digital marketing - Need & Types. Introduction to SEO- Benefits and Challenges. Difference between SEO and SEM                                                                                |                          |            |
| <b>Unit V</b><br>E-MAIL MARKETING , MOBILE MARKETING                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Email marketing- Meaning, Basics, Types and benefits.<br>• Mobile Marketing- Definition & Types.                                                                                                                                                     |                          |            |

**Reference Books:**

| Sr. No. | Name of the Author                                 | Title of the Book                                          | Year Edition                  | Publisher Company                     |
|---------|----------------------------------------------------|------------------------------------------------------------|-------------------------------|---------------------------------------|
| 1       | Dr. Rajan Saxena                                   | Marketing Management                                       | 2019, Sixth edition           | McGraw Hill Publications              |
| 2       | Philip Kotler, Garry Armstrong, Prafulla Agnihotri | Principles of Marketing                                    | 2020, Eighteenth edition      | Pearson Education                     |
| 3.      | Andreas Ramos & Steaphanie Cota,                   | Search Engine Marketing                                    |                               | McGraw-Hill Education.                |
| 4.      | RushenChahal, Prof. Jayanta Chakraborti,           | Digital Marketing 2.0,                                     |                               | Himalaya Publication, India.          |
| 5       | Peter Kent                                         | SEO For Dummies                                            | 7th Edition                   | Wiley                                 |
| 6       | Jason Smith                                        | Email Marketing in a Digital World : The Basics and Beyond | 2015, 1 <sup>st</sup> edition | <a href="#">Business Expert Press</a> |

**Online Resources:**

| Online Resources No. | Website address                                                                                                                                                                                           |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                    | <a href="https://www.youtube.com/channel/UCBDgBiaon_9MMMVCumg-v1g">https://www.youtube.com/channel/UCBDgBiaon_9MMMVCumg-v1g</a>                                                                           |
| 2                    | <a href="https://www.mdgadvertising.com/marketing-insights/7-mobile-marketing-trends-to-watch-in-2020/">https://www.mdgadvertising.com/marketing-insights/7-mobile-marketing-trends-to-watch-in-2020/</a> |

**MOOCs:**

| Resources No. | Website address                                                                                                             |
|---------------|-----------------------------------------------------------------------------------------------------------------------------|
| 1             | <a href="https://onlinecourses.swayam2.ac.in/imb20_mg20/preview">https://onlinecourses.swayam2.ac.in/imb20_mg20/preview</a> |

| Programme: BBA CBCS– Revised Syllabus w.e.f.- Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                           |                      |       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Course Code                                                                                                                                                                                                                                                                                                                                                               | Course Title         |       |
| IV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 407                                                                                                                                                                                                                                                                                                                                                                       | Cyber Security       |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                           | Bharati Yelikar_CDOE |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Credits                                                                                                                                                                                                                                                                                                                                                                   | Evaluation           | Marks |
| SEC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 02                                                                                                                                                                                                                                                                                                                                                                        | IA                   | 100   |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                           |                      |       |
| <ul style="list-style-type: none"> <li>To create awareness about importance, ethical principles and standards of Cyber Security.</li> <li>To understand the concept of Cyber Security in Business Organizations, security measures and procedures at different levels within your IT environment.</li> <li>To manage the security issues in systematic way.</li> </ul>                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                           |                      |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                           |                      |       |
| <p>CO1: The course will provide the student with an understanding of the principles of cyber security.</p> <p>CO2: To understand security policy, Information security management at the functional levels of organization.</p> <p>CO3: The basic background of Security, its implementation and techniques is required to undertake this course.</p> <p>CO4: Students will come to know interrelationship between the various elements of Cyber security and its role in protecting organizations information at all levels.</p> |                                                                                                                                                                                                                                                                                                                                                                           |                      |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Contents                                                                                                                                                                                                                                                                                                                                                                  |                      |       |
| <b>I<br/>Cyber Security and Business Application</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>The Definition of Cyber Security :</b> Its importance and purpose. Need for cyber security. Layered approach to cyber security. Latest Technological Trends: Introduction to IoT How the Internet of Things (IoT) Is Changing the Cyber security Landscape ? Threats and Counter measures of IoT Cyber security concerns and solution in Smart City & Home Automation. |                      |       |
| <b>II<br/>Passwords Security and Web Browser Security</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>What is password, Types of passwords:</b> BIOS password System password<br><b>Administrator password:</b> User password. Types of passwords attacks, Web<br><b>Browser security:</b> Understanding web browser s, Security features of different web browser s. Internet Explore r, Google Chrome, Firefox Mozilla Opera                                               |                      |       |
| <b>III<br/>Firewall And UTM</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Understanding the Firewall What exactly Unified Threat Management Is? Use of Firewall and UTM Advantages and Disadvantages of UTM                                                                                                                                                                                                                                         |                      |       |
| <b>IV<br/>Physical Security and Mobile Security in Corporate Environment</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Understandi ng physical security Need for physical security Physical security equipment. Mobile Security: Different Mobile platforms. Mobile security features. Application s of mobile security Different security options in mobile like encryption etc                                                                                                                 |                      |       |

|                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|----------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>V<br/>Malware and Email Security<br/>(Protection against business frauds)</b> | What is E-mail? Understanding how Email works. Types of Email. Email Security – How to set up spam filters, Prevent yourself from phishing, Use encryption. Keep your computer updated. What are Malwares? Different types of Malwares like viruses, Worms, Trojans, Adware's, Spyware s, Ransom ware Rootkits, and Keyloggers etc. How to secure system from malware ?                                                                                                                  |
| <b>VI</b>                                                                        | Understanding cryptography Goals of cryptography Cryptographic methods Rotation, Substitution. Digital Signature in cryptography. Concept of Ethical Hacking Ethical hacking steps. What are cyber-crimes? Types of cyber-crimes Password related crimes Email related crimes Desktop related crimes Social networking sites related crimes Website related crimes Network related crimes. Social engineering related crimes Categories of Cyber Crime Individual, Property, Government, |

**Reference Books:**

| Sr. No. | Name of the Author             | Title of the Book                                                                    | Year of Edition | Publisher                    |
|---------|--------------------------------|--------------------------------------------------------------------------------------|-----------------|------------------------------|
| 01      | Nina Godbole and Sunit Belpure | Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Perspectives | 2012            | Wiley                        |
| 02      | Mark Stamp                     | Information Security: Principles and Practice                                        | 2005            | Kindle Edition- Amazon Books |
| 03      | V.K. Pachghare                 | Cryptography and information Security                                                | 2003            | PHI Learning Private Limited |
| 04      | Tony Campbell                  | Practical Information Security Management                                            | 2016            | Amazon Books                 |

**Online Resources:**

| Online Resource No. | Website address                                                                                       |
|---------------------|-------------------------------------------------------------------------------------------------------|
| 1                   | www.edx.com, <a href="http://www.coursera.com">www.coursera.com</a>                                   |
| 2                   | <a href="https://www.youtube.com/watch?v=njPY7pQTRWg">https://www.youtube.com/watch?v=njPY7pQTRWg</a> |

**MOOCs:**

| Resource No. | Website address                                         |
|--------------|---------------------------------------------------------|
| 1            | <a href="https://www.mooc.org">https://www.mooc.org</a> |
| 2            | <a href="http://NPTEL.org">NPTEL / Swayam,</a>          |

| Programme: BBA CBCS–Revised Syllabus w.e.f.-Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                         |                          |       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|--------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Course Code             | Course Title             |       |
| IV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 408                     | Psychology & Life Skills |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                         | Shyam Shukla_IMED        |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Credits                 | Evaluation               | Marks |
| SEC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 1                       | IA                       | 100   |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                         |                          |       |
| <ul style="list-style-type: none"> <li>To impart knowledge about basic of psychology. .</li> <li>To develop decision making capabilities of the students /learners</li> <li>To impart knowledge of Life skills.</li> <li>To enable the students in identifying the business problems and provide solutions to it.</li> <li>To enable the students in collecting, organizing and analyzing the information related to business</li> <li>To develop managerial insights through Indian Ethos and values</li> <li>To sensitize the students about environmental issues and sustainable consumption</li> </ul> |                         |                          |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                         |                          |       |
| <p>At the successful completion of the course the learner will be able to</p> <p>CO1: Demonstrate an understanding of Basic Psychology &amp; life skills.</p> <p>CO2: Communicate effectively with various stakeholders of business</p> <p>CO3: Make sound business decisions.</p> <p>CO4: Collaborate with others in the organizational context, manage resources and lead them in the pursuit of organizational goals</p> <p>CO5: Identify the need for and engage in lifelong learning in the field of business management</p> <p>CO6: Create sustainable and ethical business policies</p>             |                         |                          |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Contents                |                          |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Psychology              |                          |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Know thyself            |                          |       |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Personality Development |                          |       |
| 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Communication           |                          |       |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Art of living           |                          |       |

### Reference Books

| Sr. No. | Name of the Author  | Title of the Book                                               | Year Edition | Publisher Company             |
|---------|---------------------|-----------------------------------------------------------------|--------------|-------------------------------|
| 01      | Dr. Sachin Vernekar | How to Lead a Meaningful Life : 52 Personality Development Tips | 2020         | e-book Kindle Amazon          |
| 02      | Dr. Shyam Shukla    | Campus D'entreprise                                             | 2019         | E e-book Kindle Amazon book . |
| 03      | SK MANGAL           | General Psychology                                              | 2020         | Sterling Publishers Pvt. Ltd. |
| 04      | Victor Langbehn     | Psychology for Beginners                                        | 2019         | Tim Ong                       |

**Online Resources**

| Online Resources No. | Website address                                                                                                                     |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| 1                    | <a href="https://ocw.mit.edu/ans7870/9/9.00SC/MIT9_00SCF11_text.pdf">https://ocw.mit.edu/ans7870/9/9.00SC/MIT9_00SCF11_text.pdf</a> |

**MOOCs:**

| Resources No. | Website address                                         |
|---------------|---------------------------------------------------------|
| 1             | <a href="https://www.mooc.org">https://www.mooc.org</a> |
| 2             | Swayam                                                  |

BV(DU) / CDOE

## BBA SEMESTER V

| Programme: BBA CBCS – Revised Syllabus w.e.f. – 2023-2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |             |                      |       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|----------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Course Code | Course Title         |       |
| V                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 501         | Strategic Management |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |             | Dr.Ajay Sahni_BVIMR  |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Credits     | Evaluation           | Marks |
| DSC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 3           | IE: UE               | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |             |                      |       |
| <ul style="list-style-type: none"> <li>To understand organizations and their environments.</li> <li>To know, to assess and to apply knowledge of structures/frameworks in Functional domains of management.</li> <li>To evaluate and to apply strategic possibilities, probabilities, assumptions, presumptions, possibilities and limitations of theories, tools, techniques, methods, and processes.</li> <li>To think strategically, to understand, to comprehend, to analyse, to evaluate and to apply the business acumen, devise strategies theoretically and practically after deliberations within the framework of existing theories, paradigms, techniques and tools, thereby critically correlating them; with a main focus on the context of Global space through cases, presentations, discussions.</li> <li>To assess Data gathered for effective decision making.</li> <li>To Know, to Understand, to Evaluate the Analytical tools of strategic management</li> </ul> |             |                      |       |
| <b>Course Outcomes: (CO)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |             |                      |       |
| CO1: To Understand, assess and to apply presumptions, assumptions, probabilities, theories, tools, and techniques of strategy in Global context.<br>CO2: To evaluate strategic implications of organizations and their environments, and application of knowledge of structures/frameworks and to apply the same in Functional domains of management.<br>CO3: To understand the strategic requirements and correlation between business plans with strategic plans.<br>CO4: To understand and to evaluate different alternative strategies for effective decision making.<br>CO5: To demonstrate necessary skill set and to apply various Strategies at Corporate, Business, Functional and Operational levels.                                                                                                                                                                                                                                                                       |             |                      |       |



| Unit | Subunits                                                                                                                                                                                                             |
|------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1    | Concept of corporate purpose. Strategic Content - mission, objectives, and goals.<br>Process of setting Corporate Objectives. Process of Strategic Management.                                                       |
| 2    | Internal and External<br>Environments- SWOT Analysis, Concept of PESTLE Analysis                                                                                                                                     |
| 3    | Strategy Formulation – Issues and Perspectives.<br>Identifying Strategic Alternatives of business, objectives, and goals, Environmental<br>Analysis-Micro and Macro<br>Environment Analysis- Concepts and Components |
| 4    | Strategy Implementation – Introduction to Business Strategies/Growth strategies.<br>Corporate Strategies. Global Strategic Management – Issues and<br>Perspectives.                                                  |
| 5    | Implementation of Strategies.<br>Functional and Operational Strategies. Developing Production, Marketing, Financial<br>strategies, and tactics.<br>Organizational Structures.                                        |

**Reference books:**

| Sr. No. | Name of the Author                 | Title of the Book                 | Year Edition                 | Publisher Company               |
|---------|------------------------------------|-----------------------------------|------------------------------|---------------------------------|
| 1       | Azhar Kazmi & Adela Kazmi          | Strategic Management              | 2018 4 <sup>th</sup> Edition | Rediff Books                    |
| 2       | Frank T. Rotharmel                 | Strategic Management              | 3 <sup>rd</sup>              | Tata McGraw Hill                |
| 3       | Thomas L. Wheelen, J. David Hunger | Strategic Management and Business | 2013 13 <sup>th</sup>        | Pearson Education/Prentice Hall |

**Online Resources:**

| Online Resources | Website address                                                                                                                                                                                                                                    |
|------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                | <a href="https://www.coursera.org/courses?query=strategic%20management">https://www.coursera.org/courses?query=strategic%20management</a> <a href="#">Best Strategic Management Courses &amp; Certifications [2023]   Coursera Online Learning</a> |
| 2                | <a href="https://pll.harvard.edu/subject/strategic-management">https://pll.harvard.edu/subject/strategic-management</a>                                                                                                                            |
| 3                | <a href="https://open.umn.edu/opentextbooks/textbooks/73">https://open.umn.edu/opentextbooks/textbooks/73</a>                                                                                                                                      |
| 4                | <a href="https://onlinelibrary.wiley.com/journal/10970266">https://onlinelibrary.wiley.com/journal/10970266</a>                                                                                                                                    |
| 5                | <a href="https://www.investopedia.com/terms/s/strategic-management.asp">https://www.investopedia.com/terms/s/strategic-management.asp</a>                                                                                                          |

**MOOCs:**

| MOOCS | Website address                                                                                                                                                                                                                                                                                                                                 |
|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1     | <a href="https://swayam.gov.in/">https://swayam.gov.in/</a>                                                                                                                                                                                                                                                                                     |
| 2     | <a href="https://www.edx.org/learn/business-administration?hs_analytics_source=referrals&amp;utm_source=mooc.org&amp;utm_medium=referral&amp;utm_campaign=mooc.org-topics">https://www.edx.org/learn/business-administration?hs_analytics_source=referrals&amp;utm_source=mooc.org&amp;utm_medium=referral&amp;utm_campaign=mooc.org-topics</a> |
| 3     | <a href="https://swayam.gov.in/nc_details/IIMB">https://swayam.gov.in/nc_details/IIMB</a>                                                                                                                                                                                                                                                       |

BV(DU) / CDOE

| Programmed: BBA CBCS – Revised Syllabus w.e.f. Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                       |                                     |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Course Code                                                                                                                                                                                                                                                                                                                                                           | Course Title                        |       |
| V                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 502                                                                                                                                                                                                                                                                                                                                                                   | Introduction to Operations Research |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                       | Dr. Vishal Deshmukh_YMIM            |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Credits                                                                                                                                                                                                                                                                                                                                                               | Evaluation                          | Marks |
| DSC                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 3                                                                                                                                                                                                                                                                                                                                                                     | IE:UE                               | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                       |                                     |       |
| <ul style="list-style-type: none"> <li>To understand the different basic concepts/fundamentals of Operations Research</li> <li>To understand the importance of Operations Research Tools which includes Linear Programming Problems, Assignment Problems, Transportation Problems, and their implication on Business performance</li> <li>To understand the techniques of finding the optimum solution. □ To understand the Simulation Technique</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                       |                                     |       |
| <b>Course Outcomes(CO)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                       |                                     |       |
| CO1: To develop the numerical ability to find the Optimum Solution                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                       |                                     |       |
| CO2: To have a clear understanding of various Operations Research techniques and their applications in Business.                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                       |                                     |       |
| CO3: To analyze the importance of Operations Research Techniques in solving real-world problems. CO4: To apply the Operations Research Models for maximizing profit and minimizing the cost in the business.                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                       |                                     |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Subunits                                                                                                                                                                                                                                                                                                                                                              |                                     |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Introduction to Operations Research: Introduction, Historical Background, Meaning, Significance, Scope and Limitations of O.R. Applications of O.R. in Business and Management.                                                                                                                                                                                       |                                     |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Linear Programming Problem (L.P.P.): Definition and Components of LPP, Formulation of LPP, Solution of LPP by Graphical Method, Examples of Formulation of LPP, Examples of maximization and minimization, Mixed constraints examples                                                                                                                                 |                                     |       |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Transportation problems (T.P.): Introduction and Formulation of TP, Initial Basic Feasible Solution (I.B.F.S.) by North West Corner Rule (NWCR), Least Cost Method (LCM), Vogel's Approximation Method (VAM), Checking Optimality by Modified Distribution Method (MODI Method), Degeneracy in TP, Special cases in TP: maximization, unbalanced TP, Working examples |                                     |       |
| 4                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Assignment Problems (A.P.): Meaning, Definition of A.P., Hungarian Method of solving A.P., Assignment Problem for Maximization, minimization. Unbalanced A.P. Working examples                                                                                                                                                                                        |                                     |       |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Simulation: Introduction to simulation, Types of simulation, steps of simulation process, Monte Carlo technique, Simple working examples.                                                                                                                                                                                                                             |                                     |       |

**Reference Books:**

| Sr. No. | Name of the Author    | Title of the Book                             | Year of Edition | Publisher                                          |
|---------|-----------------------|-----------------------------------------------|-----------------|----------------------------------------------------|
| 01      | Sharma J. K.:         | Operations Research – Theory and applications |                 | Macmillan Publication                              |
| 02      | R. Panneerselvam      | Operations Research                           |                 | Prentice- Hall of India Pvt. Ltd. New Delhi        |
| 03      | Hillier and Lieberman | Introduction to Operations Research           |                 | Tata McGraw Hill Publishing Company Ltd. New Delhi |
| 04      | C.R. Kothari          | Introduction to Operations Research           |                 | Vikas Publishing House                             |

**Online Resources:**

| Online Resource No. | Website address                                                              |
|---------------------|------------------------------------------------------------------------------|
| 1                   | <a href="http://www.springer.com">www.springer.com</a>                       |
| 2                   | <a href="http://www.pearson..com">www.pearson..com</a>                       |
| 3                   | <a href="http://www.optimization-online.org">www.optimization-online.org</a> |

**MOOCs:**

| Resource No. | Website address                                          |
|--------------|----------------------------------------------------------|
| 1            | <a href="https://www.mooc.org">https://www.mooc.org</a>  |
| 2            | <a href="http://www.coursera.org">www.coursera.org</a>   |
| 3            | <a href="http://www.udemy.com">www.udemy.com</a>         |
| 4            | <a href="http://www.syayam.gov.in">www.syayam.gov.in</a> |

| Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                            |                                                   |       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Course Code                                                                                                                                                                                                                                                                                                                                                                | Course Title                                      |       |
| V                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 503                                                                                                                                                                                                                                                                                                                                                                        | ENVIRONMENTAL STUDIES AND SUSTAINABLE DEVELOPMENT |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                            | Dr.Seema Chaudhary_BVIMR                          |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Credits                                                                                                                                                                                                                                                                                                                                                                    | Evaluation                                        | Marks |
| DSC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 3                                                                                                                                                                                                                                                                                                                                                                          | IE: UE                                            | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                            |                                                   |       |
| <ul style="list-style-type: none"> <li>Acquire an awareness of the total environment and its relation to economic and social issues.</li> <li>Better understand challenges facing the environment and means to achieve sustainable development, and the transition to green growth.</li> <li>Better understanding of natural resources.</li> <li>Identify the human impacts on the ecosystem.</li> <li>Acquire knowledge, skills and strong concern for the environment for its active participation in its improvement and protection</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                            |                                                   |       |
| <b>Course Outcomes (CO)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                            |                                                   |       |
| CO1: On the successful completion of this program the students will be able to.                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                            |                                                   |       |
| CO2: Demonstrate an understanding of management concepts, theories, models and key business terms.                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                            |                                                   |       |
| CO3: Communicate effectively with various stakeholders of business.                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                            |                                                   |       |
| CO4: Apply Information Technology applications for managing the business effectively.                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                            |                                                   |       |
| CO5: Provide optimum solutions to problems in the field of Business Management.                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                            |                                                   |       |
| CO6: Make sound business decisions.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                            |                                                   |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Contents                                                                                                                                                                                                                                                                                                                                                                   |                                                   |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Background and basic Definitions: Environment, ecology, natural resources. Concepts of carrying capacity and pollution Interaction between socio – economic systems Human Health and the environment Energy resources Fossil fuels, renewable energy, Nuclear energy, sustainable energy options , energy –water – food nexus and management issues.                       |                                                   |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Sustainable Development: Definition, evolution and concepts Sustainable Development goals (SDGs) Green Growth                                                                                                                                                                                                                                                              |                                                   |       |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Biodiversity, Agriculture and Food security: <ol style="list-style-type: none"> <li>Definitions, economic, social, ethical values of bio- diversity.</li> <li>threats to bio- diversity</li> <li>Water scarcity</li> <li>Agrochemicals and their environmental impacts</li> <li>Genetically modified crops and organic food.</li> <li>Impact of climate change.</li> </ol> |                                                   |       |

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| 4 | Water sources, Air quality issues ,waste management and urbanization :<br>1. Water pollution and integrated water resources management<br>2. Air pollution and Strategies /technologies for air quality management.<br>3. solid waste management and Hazardous materials definition and management.<br>4. Interaction between urban services and economic systems and the environment. |
| 5 | Environmental policy : Institutions<br>Laws and regulations. Conventions and treaties on environment and climate change                                                                                                                                                                                                                                                                |

**Reference Books:**

| Sr. No.           | Name of the Author                              | Title of the Book                                                       | Year of Edition | Publisher                           |
|-------------------|-------------------------------------------------|-------------------------------------------------------------------------|-----------------|-------------------------------------|
| 1 – National      | Dr. Alok Satsangi                               | Environment Management and Disaster Management                          | 2014            | Green Leaf Publication              |
| 2 – National      | Gupta A.K., Niar S.S and Chatterjee S.          | Disaster management and Risk Reduction, Role of Environmental Knowledge | 2013            | Narosa Publishing House, Delhi.     |
| 3 – National      | Dr. Ponmani S, Mrs. Bharathi VS, Dr. Balusamy A | Environmental Studies & Disaster Management                             | 2019            | Agrobios (India)                    |
| 4 – International | R. Rajagopalan                                  | Environmental Studies                                                   | 2015            | Oxford University Press Publication |

**Online Resources:**

| Online Resources No. | Web site address                                                                                                                                                                                                                                                                                                                                                                             |
|----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                    | www.myfootprint.org Accessed May 2019.<br><a href="http://www.globalchange.umich.edu/globalchange1/current/lectures/kling/ecosystem/ecosystem.html">http://www.globalchange.umich.edu/globalchange1/current/lectures/kling/ecosystem/ecosystem.html</a> , Accessed May 2019. Series of AFED reports on Arab Environment (2008-2019) <a href="http://www.afedonline.or">www.afedonline.or</a> |
| 2                    | <a href="https://www.undp.org/content/undp/en/home/sustainable-development-goals.html">https://www.undp.org/content/undp/en/home/sustainable-development-goals.html</a> , Accessed May 2019                                                                                                                                                                                                  |
| 3                    | <a href="http://www.ourplanet.com">http://www.ourplanet.com</a> , Accessed May 2019                                                                                                                                                                                                                                                                                                          |

**MOOCs:**

| Sources. | Web site address                                                                                                                                  |
|----------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| 1        | <a href="https://coursera.org/learn/sdgbusiness">https://coursera.org/learn/sdgbusiness</a>                                                       |
| 2        | <a href="https://coursera.org/learn/global-sustainable-development">https://coursera.org/learn/global-sustainable-development</a>                 |
| 3        | <a href="https://www.udemy.com/course/legal-research-101-online-resources/">https://www.udemy.com/course/legal-research-101-online-resources/</a> |

| Programme: BBA CBCS – Revised Syllabus w.e.f – 2023-2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |             |                                                     |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-----------------------------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Course Code | Course Title                                        |       |
| V                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 506         | INTERNSHIP - I                                      |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |             | Dr. Yashwant Kumar_BVIMR & Dr. Pralhad Mudalkar_IMK |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Credits     | Evaluation                                          | Marks |
| AEC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 4           | IA                                                  | 100   |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |             |                                                     |       |
| <ul style="list-style-type: none"> <li>Assist the student's development of employer-valued skills such as teamwork, communications and attention to detail.</li> <li>Expose the student to the environment and expectations of performance in private/public companies or government entities.</li> <li>Enhance and/or expand the student's knowledge of a particular area(s).</li> <li>Expose the student to professional role models or mentors who will provide the student with support in the early stages of the internship and provide an example of the behaviors expected in the intern's workplace.</li> </ul> |             |                                                     |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |             |                                                     |       |
| <p>CO1: Gain practical understanding of organizational dynamics, applying business concepts to real world scenarios, and effectively contributing to team projects.</p> <p>CO2: Develop professional skills in communication, time management, and teamwork through interactions with colleagues, supervisors, and clients during the internship.</p> <p>CO3: Acquire industry insights and trends, demonstrating critical thinking and problem-solving abilities in analyzing business challenges and proposing strategic solutions within the context of the host organization.</p>                                    |             |                                                     |       |
| <b>Details:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |             |                                                     |       |
| <p>At the end of Semester IV, a student shall be required to start with the Internship – I based on his <b>First electives</b> opted by the students. Prepare a project in any one of the functional areas of business i.e. Marketing Management</p> <p>Human Resource Management</p> <p>Financial Management.</p> <p>International Business Management</p> <p>Production and Operations Management</p>                                                                                                                                                                                                                  |             |                                                     |       |

Information technology Management

Agri-Business Management

Business Analytics Management

Event Management

Hospitality Management

Project Management

The Summer Internship should be conducted in an organization under the guidance of a faculty member. The duration will be for 60 days. The report is to be prepared and submitted to the institute during the semester V.

### **GUIDELINES FOR INTERNSHIP FILE**

There are certain phases of every Intern's professional development that cannot be effectively taught in the academic environment. These facets can only be learned through direct, on-the-job experience working with successful professionals and experts in the field. The internship program can best be described as an attempt to institutionalize efforts to bridge the gap between the professional world and the academic institutions. Entire effort in internship is in terms of extending the program of education and evaluation beyond the classroom of a university or institution. The educational process in the internship course seeks out and focuses attention on many latent attributes, which do not surface in the normal class room situations. These attributes are intellectual ability, professional judgment and decision making ability, inter-disciplinary approach, skills for data handling, ability in written and oral presentation, sense of responsibility etc.

In order to achieve these objectives, each student will maintain a file (Internship File). The Internship File aims to encourage students to keep a personal record of their learning and achievement throughout the Programme. It can be used as the basis for lifelong learning and for job applications. Items can be drawn from activities completed in the course modules and from the workplace to demonstrate learning and personal development.

The File will assess the student's analytical skills and ability to present supportive evidence, whilst demonstrating understanding of their organization, its needs and their own personal contribution to the organization.

General chaptalization of the report shall be as under;

- 1) Introduction
- 2) Theoretical Background
- 3) Company Profile
- 4) Research Methodology (Objectives of the study, Scope and Limitations of the study, Sample Design)
- 5) Data Analysis & Interpretation
- 6) Findings & Suggestions
- 7) Conclusion
- References
- Annexure



**TECHNICAL DETAILS**

1. The report shall be printed on A-4 size white bond paper.
2. 12 pt. Times New Roman font shall be used with 1.5 line spacing for typing the report.
3. 1" margin shall be left from all the sides.
4. Considering the environmental issues, students are encouraged to print on both sides of the paper.
5. The report shall be hard bound as per the standard format of the cover page given by the Institute and shall be golden embossed.
6. The report should include a Certificate (on company's letter head) from the company duly signed by the competent authority with the stamp.
7. The report shall be signed by the respective guide(s) & the Director of the Institute 10 (Ten) days before the viva-voce examinations.
8. Student should prepare two hard bound copies of the Summer Internship Project Report and submit one copy in the institute. The other copy of the report is to be kept by the student for their record and future references.
9. In addition to this student should prepare two soft copies of their SIP reports & submit one each in

Training & Placement Department of the Institute & Library The Internship I shall be assessed out 100 Marks.

- The examiners' panel shall be decided as per the guidelines received from the University.
- The viva –voce shall evaluate the project based on

1. Actual work done by the student in the organization ii. Student's knowledge about the company & Business Environment iii. Learning outcomes for the student iv. Utility of the study to the organization

| Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                |       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Course Title   |       |
| V                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 507                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Media Literacy |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Credits                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Evaluation     | Marks |
| AEC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | IA             | 100   |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                |       |
| <ul style="list-style-type: none"> <li>Engage in critical thinking regarding the media's role in promoting human rights.</li> <li>Recognize ethical challenges encountered by journalists, filmmakers, and other media professionals.</li> <li>Comprehend the historical and contemporary aspects of human rights.</li> <li>Utilize analytical tools to scrutinize relevant case studies and global trends.</li> <li>Evaluate the relationship between human rights and media production.</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                |       |
| <b>Course Outcomes: (CO)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                |       |
| After completing the course the students shall be able to                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                |       |
| CO1: Evaluate and critically assess various media products tailored for specific audiences. CO2: Cultivate critical media literacy and skills for analyzing media content.                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                |       |
| CO3: Critically evaluate and enhance their own written works.                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                |       |
| CO4: Acquire an understanding of ideology within the context of our media system.                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                |       |
| CO5: Develop responsible online behavior and skills in navigating the digital environment.                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Sub Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Introduction to Media Literacy:</b> Understanding Media Literacy Exploring the concept of media literacy Identifying key skills and concepts related to media literacy<br><b>Media Literacy Skills and Key Concepts:</b> Developing essential skills for media literacy Grasping key concepts integral to media literacy Conditions for Media Learning: Analysing the factors conducive to effective media learning, creating an environment that fosters media literacy Deconstructing Media and Literacy Expectations: Breaking down media content to understand its components Exploring expectations related to literacy in the context of media                                                                                          |                |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Unit 2 - Media and the Social World</b><br><b>The Media Triangle:</b> Understanding the interconnected relationships among media, audience, and content, Analyzing the dynamics of the media triangle<br><b>Media Logs and Historical Perspectives:</b> Utilizing media logs to document and understand media consumption, Exploring historical perspectives to comprehend media evolution <b>Understand, Analyze, and Evaluate:</b> Finding Hidden Messages, Developing skills to uncover hidden messages in media content, Critically evaluating media messages for deeper meanings<br><b>Fake News, Deep Fakes:</b> Identifying and discerning fake news and deep fakes, Understanding the impact of misinformation in the media landscape |                |       |

|   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
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| 3 | <b>Unit-3: Uses and Abuses of Digital Media</b><br><b>Understanding Web 2.0:</b> Digital Information Literacy, Exploring the characteristics of Web 2.0 and its impact on information literacy, Developing skills to navigate and critically assess digital information. <b>Digital Storytelling:</b> Analyzing the art and impact of digital storytelling, Creating and evaluating digital narratives <b>Online Learning Communities &amp; Connectivism:</b> Understanding the role of online learning communities in digital media Exploring the concept of connectivism in the digital age |
|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**Reference Books:**

| Sr. No. | Name of the Author       | Title of the Book                                 | Year Edition | Publisher Company |
|---------|--------------------------|---------------------------------------------------|--------------|-------------------|
| 1       | Potter                   | Media Literacy                                    | 2013         | Sage              |
| 2       | McLuhan                  | Understanding Media: The Extensions of Man        | 1998         | MIT Press         |
| 3       | Alexander, A. & Hanson J | Taking Sides: Clashing Views in Media and Society | 2007         | McGraw-Hill       |

**Online Resources:**

| Online Resources No. | Web site address                                                                                                                        |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| 1                    | <a href="https://www.futurelearn.com/info/blog/what-is-media-literacy">https://www.futurelearn.com/info/blog/what-is-media-literacy</a> |
| 2                    | <a href="https://www.verywellmind.com/what-is-media-literacy-5214468">https://www.verywellmind.com/what-is-media-literacy-5214468</a>   |

**MOOCs:**

| Sources. | Web site address |
|----------|------------------|
| 1        | SWAYAM           |
| 2        | COURSERA         |
| 3        | Alison           |

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| Programme: BBA CBCS –Revised Syllabus w.e.f. - Year 2023–2024                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                           |       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                   | Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                              | Course Title                              |       |
| V                                                                                                                                                                                                                                                                                                                                                                                                          | 507                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Enhancing Personal and Professional Skill |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Dr. Hema Mirji IMED                       |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                       | Credits                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Evaluation                                | Marks |
| AEC                                                                                                                                                                                                                                                                                                                                                                                                        | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                        | IA                                        | 100   |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                           |       |
| <ul style="list-style-type: none"> <li>Develop an understanding of soft skills, social and thinking skills, self-discovery tools, etiquettes, and the importance of stress and time management through practical examples and application in order to improve personal and professional growth</li> <li>Cultivate skills for effective collaboration and teamwork in diverse work environments.</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                           |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                           |       |
| CO1: Demonstrate improved soft skills, self-awareness, and time management for personal and professional development.                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                           |       |
| CO2: Acquire the ability to collaborate effectively in diverse work settings, fostering teamwork and enhancing productivity.                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                           |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                       | Topics                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                           |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Introduction to Soft Skills</b><br><b>Skills to Master :</b> Meaning and importance of soft skills, Types of soft skills, Social skills, thinking skills, exhibiting and identifying soft skills, improving soft skills.<br><b>Self Discovery:</b> SWOT Analysis, JOHARI WINDOW, Developing positive attitude, Examples of positive attitudes, positive attitude and its results, Examples of negative attitudes , Negative attitude and its results. |                                           |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Art of Speaking( The Voice) :</b> Importance of voice clarity, Art of public speaking, Modulation, Intonation, Inflection, How to Overcome stage fear. Importance and benefits of public speaking. telephone speaking skills.                                                                                                                                                                                                                         |                                           |       |
| 3                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Etiquette and Mannerism:</b> Introduction: Manners and etiquette, practicing good manners, Professional manners: Social skills, interacting with people. Politeness and amicability, sportiveness, valuing time, respectfulness, Mobile manners, Table etiquettes. Professional etiquettes: Etiquettes at meeting, dining. Technology Etiquettes: Phone, Email, Social media, Video conferencing, Web interviews.                                     |                                           |       |
| 4                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Stress and Time Management:</b> Stress Management: Identify the stress source, signs of stress, behavior identified<br><b>Time Management:</b> The 80:20 rule. Take a good look at the people around you. Sense of time management, Three secrets of time management,<br><b>Effective scheduling :</b> Grouping of activities, Five steps to successful time management. Overcoming procrastination and time management tips for students.            |                                           |       |
| 5                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Team Building and Teamwork:</b> Introduction: Aspects of team building- skills needed for teamwork –A model of team building. Team Vs. Group. Characteristics of effective team. Role of team leader, Inter group collaboration, factors shaping inter-group collaboration.                                                                                                                                                                           |                                           |       |

**Reference Books:**

| Sr. No. | Name of the Author   | Title of the Book                                                                     | Year Edition   | Publisher Company                                             |
|---------|----------------------|---------------------------------------------------------------------------------------|----------------|---------------------------------------------------------------|
| 1       | Dr. K . Alex         | Speaking and Writing in English                                                       | 2017           | The Readers Paradise                                          |
| 2       | Ellen Kaye           | Maximize Your Presentation Skills: How to Speak, Look, and Act on Your Way to the Top | 2002           | Currency                                                      |
| 3       | Thomson and Martinet | <i>A practical English Grammar</i>                                                    | 1970           | The English Language Book Society and Oxford University Press |
| 4       | Wren and Martin,     | <i>English Grammar and Composition</i>                                                | latest edition | S. Chand, Delhi                                               |
| 5       | Mike Gould           | <i>Cambridge Grammar and Writing Skills Learner's Book 8</i>                          | 2019           | Cambridge University Press                                    |

**Online Resources:**

| Online Resources No. | Web site address                                                                                                                                                                                                                                                                                                                                                            |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                    | <a href="https://www.bvrit.ac.in/Freshman_Lab_Manuals/Professional%20Skills%20&amp;%20Personality%20Development%20Lab/Professional%20Skills%20and%20Personality%20Development(PSPD).pdf">https://www.bvrit.ac.in/Freshman_Lab_Manuals/Professional%20Skills%20&amp;%20Personality%20Development%20Lab/Professional%20Skills%20and%20Personality%20Development(PSPD).pdf</a> |
| 2                    | <a href="https://www.learningtree.com/courses/297/personal-skillstraining-for-professional-excellence/">https://www.learningtree.com/courses/297/personal-skillstraining-for-professional-excellence/</a>                                                                                                                                                                   |

**MOOCs:**

| Resources No. | Web site address |
|---------------|------------------|
| 1             | Alisons          |
| 2             | Swayam           |

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## BBA SEMESTER VI

| Programme: BBA CBCS – Revised Syllabus w.e.f Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                         |                      |       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Course Code                                                                                                                                                             | Course Title         |       |
| VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 601                                                                                                                                                                     | Project Management   |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                         | Dr. Pawan Kaul_BVIMR |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Credits                                                                                                                                                                 | Evaluation           | Marks |
| DSC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 03                                                                                                                                                                      | IE:UE                | 30:70 |
| Course Objectives:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                         |                      |       |
| <ul style="list-style-type: none"> <li>To understand the importance of project management in today's world.</li> <li>To identify the key characteristics of a high-performance project team.</li> <li>To understand the financial risks in projects.</li> <li>To learn about concept of CPM/PERT in project planning.</li> <li>To understand the project monitoring and close out process in project</li> </ul>                                                                                                                                                                                                                                                     |                                                                                                                                                                         |                      |       |
| Course Outcomes:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                         |                      |       |
| <p>After completing the course the students shall be able to</p> <p>CO1: Develop the understanding of a project organization and its scope and priorities.</p> <p>CO2: Understanding and implementing the role of project manager in a project organization.</p> <p>CO3: Identify, analyse, and refine project costs to produce a budget and control project costs</p> <p>CO4: Plan and manage the scope, cost, timing, and quality of the project, at all times focusing on project success as defined by the project stakeholders</p> <p>CO5: Monitor a project's progress, identify variances and take timely action to deal with problems and opportunities</p> |                                                                                                                                                                         |                      |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Contents                                                                                                                                                                |                      |       |
| <b>1<br/>Overview of<br/>Project<br/>Management</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Concepts and attributes of Project, Project lifecycle and stake holders, Project Organization, WBS, Scope and priorities, Project Identification and Market feasibility |                      |       |
| <b>2<br/>Project<br/>Organization</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Role and responsibilities of Project Manager, Team development model, sources of conflicts, conflict resolution                                                         |                      |       |
| <b>3<br/>Financial<br/>analysis</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Profitability analysis, Using NPV, IRR, Payback and discounted Payback period, Multi weighted scoring models                                                            |                      |       |
| <b>4<br/>Project<br/>Planning</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Time and cost estimates with AON and AOA conventions, Network analysis, Float analysis, Gantt chart and PERT Analysis                                                   |                      |       |
| <b>5<br/>Project<br/>Analysis<br/>and Audit</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Project Monitoring, EVA analysis, PMIS, Project Termination and Audit, Reasons for failure                                                                              |                      |       |

**Reference Books**

| Sr. No. | Name of the Author            | Title of the Book                                          | Year Addition | Publisher Company                            |
|---------|-------------------------------|------------------------------------------------------------|---------------|----------------------------------------------|
| 1       | Erik Larson and Clifford Gray | “Project Management: The Managerial Process”, 8th edition, | 2020          | McGraw Hill                                  |
| 2       | Pradeep Pai                   | Project Management                                         | 2019          | Pearson India Education services Pvt Limited |
| 3       | Nicholas & Steyn              | Project Management for Business, Engineering & Technology  | 2012          | Elsevier                                     |

**Online Resources:**

| Online Resources | Website address                                                                                                                                                                     |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                | <a href="https://en.wikipedia.org/wiki/Project_management">https://en.wikipedia.org/wiki/Project_management</a>                                                                     |
| 2                | <a href="https://www.pmi.org/about/learn-about-pmi/what-is-project-management">https://www.pmi.org/about/learn-about-pmi/what-is-project-management</a>                             |
| 3                | <a href="https://www.simplilearn.com/tutorials/project-management-tutorial/project-planning">https://www.simplilearn.com/tutorials/project-management-tutorial/project-planning</a> |

**MOOCs:**

| Resource No. | Website address                                                                                                                       |
|--------------|---------------------------------------------------------------------------------------------------------------------------------------|
| 1            | <a href="https://www.mooc-list.com/tags/project-management">https://www.mooc-list.com/tags/project-management</a>                     |
| 2            | <a href="https://www.coursera.org/courses?query=project%20management">https://www.coursera.org/courses?query=project%20management</a> |

| Programme: BBA CBCS – Revised Syllabus w.e.f. Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                       |                                                   |       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Course Code                                                                                                                                                                                                                                                                           | Course Title                                      |       |
| VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 602                                                                                                                                                                                                                                                                                   | Entrepreneurship Development & Startup Management |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                       | Dr.Rushikesh Bhagat_IMED                          |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Credits                                                                                                                                                                                                                                                                               | Evaluation                                        | Marks |
| DSC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 03                                                                                                                                                                                                                                                                                    | IE:UE                                             | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                       |                                                   |       |
| <ul style="list-style-type: none"> <li>To understand the concept of entrepreneur &amp; entrepreneurship for creating entrepreneurial mind set amongst youth.</li> <li>To create awareness of entrepreneurship development through EDP &amp; government schemes.</li> <li>To encourage students to set up their own startup.</li> <li>To aware practically about business plan preparation.</li> <li>To develop sense of social responsibility in budding successful entrepreneurs.</li> </ul> |                                                                                                                                                                                                                                                                                       |                                                   |       |
| <b>Course Outcome: (CO)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                       |                                                   |       |
| CO1: Students would be able to understand the concept of Entrepreneurship and develop Entrepreneurial mind-set .<br>CO2:Students will classify about preparation of business plan.<br>CO3:Students will interpret EDP in systematic way in the journey of successful entrepreneur.<br>CO4:Students will distinguish between various financial schemes and select the best of them.<br>CO5:Students should judge various forms of ownership & Startup Management.                              |                                                                                                                                                                                                                                                                                       |                                                   |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Sub units                                                                                                                                                                                                                                                                             |                                                   |       |
| <b>I<br/>Introduction to Entrepreneurship</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Entrepreneur – Meaning, Definition, Types, Qualities, Classifications, Problems, Ethical & Social Responsibilities.<br>Rural Entrepreneurs.<br>Entrepreneurs hip – Meaning, Definition, Role of Entrepreneurs hip in Economic Development, Difference between Entrepreneur & Manager. |                                                   |       |
| <b>II<br/>Business Idea &amp; Business Plan</b>                                                                                                                                                                                                                                                                                                                                                                                                                                               | Business Idea - Search for Business Idea, Identifying Business Opportunities & Evaluation. Business Plan – Meaning & Importance, Preparation of Business Plan.                                                                                                                        |                                                   |       |
| <b>III<br/>Entrepreneurs hip Development Program (EDP)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                    | EDP - Concept & Significance, Problems of EDP, Role of Government in organizing EDPs.                                                                                                                                                                                                 |                                                   |       |
| <b>IV<br/>Financial Support</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Financial Support – Sources of Finance, All India Financial Institutions (IDBI, IFCI, ICICI, IRDBI), National Small Industries Corporation, Small Industries Development Organization, Commercial Banks, Agencies, District Industries Centre, MUDRA                                  |                                                   |       |
| <b>V<br/>Emerging Forms &amp; Startup Management</b>                                                                                                                                                                                                                                                                                                                                                                                                                                          | Forms of Ownership – Sole Proprietorship , Partnership, Company, Co-operative, Franchising. Family Business – Concept, Structure, Types.<br>Women Entrepreneurs hip – Role Models, Problems.<br>Start-up Management                                                                   |                                                   |       |



**Reference Books:**

| Sr. No. | Name of the Author                   | Title of the Book                                      | Year Addition | Publisher Company         |
|---------|--------------------------------------|--------------------------------------------------------|---------------|---------------------------|
| 1       | VasantH Desai                        | Dynamics of Entrepreneurial Development and Management | 2022          | Himalaya Publishing House |
| 2       | Khanka S. S.                         | Entrepreneurship Development                           | 2022          | Sultanchand & Sons        |
| 3       | Robert D. Hisrich, Michael P. Peters | Entrepreneurship Development                           | 2022          | Tata McGraw Hill edition  |
| 4       | Holt, David H                        | Entrepreneurship: New Venture Creation                 | 2023          | Prentice Hall of India    |
| 5       | N.P. Srinivasan & G.P. Gupta         | Entrepreneurial Development                            | 2021          | Sultanchand & Sons        |

**Online Resources:**

| Online Resources | Website address                                                                                                                                                                             |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                | <a href="https://www.entrepreneur.com/">https://www.entrepreneur.com/</a>                                                                                                                   |
| 2                | <a href="https://www.toppr.com/guides/business-studies/entrepreneurship-development/">https://www.toppr.com/guides/business-studies/entrepreneurship-development/</a>                       |
| 3                | <a href="https://www.shopkeep.com/blog/the-7-best-free-resources-for-planning-your-new-business">https://www.shopkeep.com/blog/the-7-best-free-resources-for-planning-your-new-business</a> |
| 4                | <a href="http://dst.gov.in/scientific-programme/t-d-tdb.htm">http://dst.gov.in/scientific-programme/t-d-tdb.htm</a>                                                                         |

**MOOCs:**

| MOOCS | Website address                                                                 |
|-------|---------------------------------------------------------------------------------|
| 1     | <a href="https://startupindia.upgrad.com/">https://startupindia.upgrad.com/</a> |
| 2     | <a href="https://www.coursera.org/">https://www.coursera.org/</a>               |
| 3     | <a href="https://nptel.ac.in/">https://nptel.ac.in/</a>                         |
| 4     | <a href="https://swayam.gov.in/explorer">https://swayam.gov.in/explorer</a>     |

| Programme: BBA CBCS – Revised Syllabus w.e.f. Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                       |                                      |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Course Code                                                                                                                                                                                           | Course Title                         |       |
| VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 603                                                                                                                                                                                                   | Artificial Intelligence for Managers |       |
| Prepared by                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                       | Dr. Mukund Kulkarni IMK              |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Credits                                                                                                                                                                                               | Evaluation                           | Marks |
| DSC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 3                                                                                                                                                                                                     | IE:UE                                | 30:70 |
| <b>Course Objectives: (CO)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                       |                                      |       |
| <ul style="list-style-type: none"> <li>Understand the foundational concepts and historical development of Artificial Intelligence.</li> <li>Evaluate different AI technologies and their applications in business and management.</li> <li>Analyse the strategic integration of AI in business models and decision-making processes.</li> <li>Examine the ethical, legal, and regulatory considerations associated with AI implementation.</li> <li>Apply AI tools and techniques in marketing, customer relations, operations, and supply chain management.</li> <li>Develop change management strategies and skills for successful AI adoption in organizations.</li> </ul> |                                                                                                                                                                                                       |                                      |       |
| <b>Learning Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                       |                                      |       |
| <p>After completing the course the students shall be able to</p> <p>CO1: Students will understand fundamental concepts of AI.</p> <p>CO2: Students will be able to evaluate different technologies and their applications in business.</p> <p>CO3: Students will be able to analyse the strategic integration of AI in business models.</p> <p>CO4: Students can examine ethical, legal and regulatory considerations with AI implementation.</p> <p>CO5: Students will be able to apply AI tools in different business operations.</p>                                                                                                                                       |                                                                                                                                                                                                       |                                      |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Contents                                                                                                                                                                                              |                                      |       |
| <b>1 Introduction to Artificial Intelligence</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Overview of Artificial Intelligence, Historical Development and Milestones, Types of Artificial Intelligence: Narrow vs General AI, Applications of AI in Business and Management                     |                                      |       |
| <b>2 Foundations of AI Technologies</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Machine Learning: Concepts and Algorithms, Natural Language Processing (NLP), Computer Vision, Robotics and Automation, Deep Learning: Basics and Applications                                        |                                      |       |
| <b>3 AI in Business Strategy</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Strategic Integration of AI in Business, Impact on Business Models, AI for Decision Making, Ethical Considerations in AI, Regulatory and Legal Aspects of AI                                          |                                      |       |
| <b>4 AI in Marketing and Customer Relations</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Personalization and Targeted Marketing, AI in Customer Relationship Management (CRM), Chatbots and Virtual Assistants, Predictive Analytics for Marketing                                             |                                      |       |
| <b>5 AI in Operations and Supply Chain Management</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | AI in Operations Optimization, Predictive Maintenance and Quality Control, AI in Inventory Management, Supply Chain Optimization using AI                                                             |                                      |       |
| <b>6 AI Adoption and Management</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Change Management in AI Adoption, Skill Development for AI Implementation, Case Studies of Successful AI Implementation, Future Trends and Innovations in AI, Project Work and Practical Applications |                                      |       |

**Reference Books:**

| Sr. No. | Name of the Author                   | Title of the Book                                              | Year Addition | Publisher Company          |
|---------|--------------------------------------|----------------------------------------------------------------|---------------|----------------------------|
| 1.      | Stuart Russell and Peter Norvig      | Artificial Intelligence: A Modern Approach                     | -             | Pearson                    |
| 2.      | David L. Poole and Alan K. Mackworth | Artificial Intelligence: Foundations of Computational Agents   | -             | Cambridge University Press |
| 3.      | Kai-Fu Lee                           | AI Superpowers: China, Silicon Valley, and the New World Order | -             | Houghton Mifflin Harcourt  |
| 4.      | Melanie Mitchell                     | Artificial Intelligence: A Guide for Thinking Humans           | -             | Farrar, Straus and Giroux  |
| 5.      | Nils J. Nilsson                      | Artificial Intelligence: A New Synthesis                       | -             | Morgan Kaufmann Publishers |

**Online Resources:**

| Online Resources | Website address                                                               |
|------------------|-------------------------------------------------------------------------------|
| 1                | <a href="https://towardsdatascience.com/">https://towardsdatascience.com/</a> |
| 2                | <a href="https://www.aiinbusiness.com/">https://www.aiinbusiness.com/</a>     |

**MOOCs:**

| MOOCs | Website address |
|-------|-----------------|
| 1     | Swayam / NPTEL  |
| 2     | Coursera        |

| Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023 –2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                | Course Title   |       |
| VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 606                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Chanakya Neeti |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Credits                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Evaluation     | Marks |
| VBC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 2                                                                                                                                                                                                                                                                                                                                                                                                                                                          | IA             | 100   |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                |       |
| <ul style="list-style-type: none"> <li>To introduce participants to the ethical and value-based principles outlined by Chanakya, with a focus on their relevance in contemporary management.</li> <li>To explore the insights provided by Chanakya on education and family management and apply them to personal and organizational contexts.</li> <li>To analyze Chanakya's perspectives on accounting, financial management, marketing, production and operation management, and human resource management, and integrate these principles into modern business practices.</li> <li>To identify and cultivate the qualities of a leader as per Chanakya, understand the functions and roles of a leader, and apply motivation and communication strategies inspired by Chanakya in leadership roles.</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                |       |
| <p>After completing the course the students shall be able to</p> <p>CO1: Understand the ethical principles and values emphasized by Chanakya.</p> <p>CO2: Apply Chanakyan ethics to decision-making processes in personal and professional life.</p> <p>CO3: Summarize key principles and insights provided by Chanakya in each business domain.</p> <p>CO4: Evaluate the impact of ethical leadership on organizational culture.</p>                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Sub Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                |       |
| <b>1</b><br><b>Ethics and values laid down by Chanakya</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Understand the ethical principles and values emphasized by Chanakya, Apply Chanakyan ethics to decision- making processes in personal and professional life, Evaluate the impact of ethical leadership on organizational culture.                                                                                                                                                                                                                          |                |       |
| <b>2</b><br><b>Education management and family management as per Chanakya</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Analyze Chanakya's views on education and family management, Apply Chanakyan principles to enhance educational and familial dynamics, Develop strategies for incorporating educational principles in organizational training and development.                                                                                                                                                                                                              |                |       |
| <b>3</b><br><b>Evaluate Chanakya's insights into accounting, Financial management, marketing, production, operation, and human resource management</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Critically analyze and summarize Chanakya's perspectives on various aspects of business management, Relate Chanakyan principles to modern business practices.                                                                                                                                                                                                                                                                                              |                |       |
| <b>4</b><br><b>Qualities of a Leader, Functions and Role of a Leader, Motivation and Communication</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Identify key leadership qualities outlined by Chanakya, Enumerate and describe the essential qualities of a leader according to Chanakya, Understand the functions and roles of a leader according to Chanakya, Apply these functions to real-world leadership scenarios, Apply motivation and communication techniques inspired by Chanakya to enhance leadership skills, Evaluate the effectiveness of these strategies in motivating and leading teams. |                |       |

**Reference Books:**

| Sr. No. | Name of the Author | Title of the Book                                        | Year Edition | Publisher Company            |
|---------|--------------------|----------------------------------------------------------|--------------|------------------------------|
| 1       | Ashok R. Gadre     | Chanakya on Management                                   |              | Jaico Publication, Ahmedabad |
| 2       | N.M. Khandelwal    | Managerial analysis of Chanakya sutras and Chanakya Niti |              |                              |
| 3       | N.M. Khandelwal    | Indian Ethos and Values (Chanakya) for Managers          |              | Pragati Prakashan            |

**Online Resources:**

| Online Resources No. | Web site address                                                                                                                                                  |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                    | <a href="https://newhorizoncollege.co.in/chanakya-neeti-for-new-age-entrepreneurs/">https://newhorizoncollege.co.in/chanakya-neeti-for-new-age-entrepreneurs/</a> |
| 2                    | <a href="https://www.youtube.com/watch?v=eXuOr30Up_s">https://www.youtube.com/watch?v=eXuOr30Up_s</a>                                                             |

**MOOCs:**

| Resources. | Web site address |
|------------|------------------|
| 1          | SWAYAM           |

| Programme: BBA CBCS – Revised Syllabus w.e.f. Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                           |                            |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Course Code                                                                                                                                                                                                                                               | Course Title               |       |
| VI                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 607                                                                                                                                                                                                                                                       | Income Tax Act Compliances |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                           | Akash Yadav_CDOE           |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Credits                                                                                                                                                                                                                                                   | Evaluation                 | Marks |
| SEC                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 2                                                                                                                                                                                                                                                         | IA                         | 100   |
| <b>Course Objectives: (CO)</b>                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                           |                            |       |
| <ul style="list-style-type: none"> <li>1 To Impart knowledge of concept of Income Tax Act 1961</li> <li>2 To provide key provisions made in the Income Tax Act 1961.</li> <li>3 To Facilitate income tax planning</li> <li>4 To Impart knowledge on the old and new tax regime.</li> <li>5 To Enable the learners in computing the Gross Income, Net Income, and total tax liability of an individual.</li> </ul>                                            |                                                                                                                                                                                                                                                           |                            |       |
| <b>Learning Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                           |                            |       |
| <p>After successful completion of the course the learner will be able to</p> <p>CO1: Define various concepts under Income Tax Act 1961.</p> <p>CO2: Classify various heads of Income and discuss the process of calculating Income Tax.</p> <p>CO3: Use Income tax rules to Compute Income from salary</p> <p>CO4: To organize various information for computing Tax on total Income.</p> <p>CO5: To Evaluate various provisions of Income Tax Act 1961.</p> |                                                                                                                                                                                                                                                           |                            |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Contents                                                                                                                                                                                                                                                  |                            |       |
| 1<br>Income Tax<br>ACT, 1961 – An<br>Introduction                                                                                                                                                                                                                                                                                                                                                                                                            | <ul style="list-style-type: none"> <li>History of Income Tax in India</li> <li>Introduction &amp; Features</li> <li>Fundamental Concepts &amp; Definitions under Income Tax Act, 1961</li> <li>Income Exempt from Tax</li> </ul>                          |                            |       |
| 2<br>Income from<br>Salary & House<br>Property                                                                                                                                                                                                                                                                                                                                                                                                               | <ul style="list-style-type: none"> <li>Chargeability - Allowances &amp; Perquisites</li> <li>Deductions from Salary.</li> <li>House Property - Gross Annual Value</li> <li>Self-occupied and Let out Property</li> <li>Permissible deductions.</li> </ul> |                            |       |
| 3<br>Income from<br>Business or<br>Profession                                                                                                                                                                                                                                                                                                                                                                                                                | <ul style="list-style-type: none"> <li>Meaning of Business Income</li> <li>Methods of Accounting</li> <li>Deductions Computations of Taxable Income from Business &amp; Profession</li> </ul>                                                             |                            |       |
| 4<br>Income from<br>Capital gains<br>and Other<br>Sources                                                                                                                                                                                                                                                                                                                                                                                                    | <ul style="list-style-type: none"> <li>Meaning, types of Capital Asset.</li> <li>Long term and Short-Term Capital gain</li> <li>Exemptions</li> <li>Income from Other sources</li> </ul>                                                                  |                            |       |
| 5<br>Computation of<br>Total Income &<br>Tax Liability of<br>Individual                                                                                                                                                                                                                                                                                                                                                                                      | <ul style="list-style-type: none"> <li>Computation of Total Taxable Income of an Individual</li> <li>Process of filling ITR</li> </ul>                                                                                                                    |                            |       |

**Reference Books:**

| Sr. No. | Name of the Author                           | Title of the Book                                                 | Year Addition | Publisher Company                          |
|---------|----------------------------------------------|-------------------------------------------------------------------|---------------|--------------------------------------------|
| 1       | Dr. Vinod K & Singhania Dr. Monica Singhania | Students Guide to Income Tax including GST                        | 2023          | Taxman Publications [ P] Ltd               |
| 2       | Dr. Vinod K & Singhania Dr. Monica Singhania | Students Guide to Income Tax including GST – Problems & Solutions | 2023          | Taxman Publications [ P] Ltd               |
| 3       | Practical Approach to Income Tax             | Dr. Girish Ahuja & Dr. Ravi Gupta                                 | 2023          | CommercialLaw Publishers [ India] Pvt. Ltd |

**Online Resources:**

| Online Resources | Website address                                                             |
|------------------|-----------------------------------------------------------------------------|
| 1                | <a href="http://www.icai.org">www.icai.org</a>                              |
| 2                | <a href="http://www.icsi.edu">www.icsi.edu</a>                              |
| 3                | <a href="https://incometaxindia.gov.in/">https://incometaxindia.gov.in/</a> |

**MOOCs:**

| MOOCs | Website address                                                                         |
|-------|-----------------------------------------------------------------------------------------|
| 1     | <a href="https://onlinecourses.swayam2.ac.in/">https://onlinecourses.swayam2.ac.in/</a> |
| 2     | <a href="https://www.edx.org/">https://www.edx.org/</a>                                 |
| 3     | <a href="https://cleartax.in/">https://cleartax.in/</a>                                 |

**Reference Books:**

| Reference Books (Publisher) | Name of the Author                           | Title of the Book                                                 | Year Edition | Publisher Company                           |
|-----------------------------|----------------------------------------------|-------------------------------------------------------------------|--------------|---------------------------------------------|
| 1 – National                | Dr. V. K. Singhaniya                         | Corporate Tax planning and Business Tax Procedures‘               | 2023         | Taxman Publications New Delhi.              |
| 2 – National                | Ahuja Girish, Gupta Ravi,                    | Simplified Approach to Corporate Tax planning and Management‘     | 2023         | Bharat Law House Pvt. Ltd. New Delhi.       |
| 3 – National                | Nitin Vashisht and B.B. Lal                  | Direct Taxes: Income Tax ,and Tax planning‘,                      | 2023         | Pearson Education                           |
| 4– International            | Alex Easson                                  | Tax Incentives for Foreign Direct Investment                      | 2023         | (Kluwer Law Internation).                   |
| 5 – National                | Dr. Vinod K Singhania & Dr. Monica Singhania | Students Guide to Income Tax including GST – Problems & Solutions | 2023         | Taxman Publications [ P ] Ltd               |
| 6 – National                | Dr. Girish Ahuja & Dr. Ravi Gupta            | Practical Approach to Income Tax                                  | 2023         | Commercial Law Publishers [ India] Pvt. Ltd |

**Online Resources:**

| Online Resources No | Web site address                                                                                                          |
|---------------------|---------------------------------------------------------------------------------------------------------------------------|
| 1                   | <a href="https://www.investopedia.com/terms/c/corporatetax.asp">https://www.investopedia.com/terms/c/corporatetax.asp</a> |
| 2                   | <a href="https://cleartax.in/s/corporate-tax">https://cleartax.in/s/corporate-tax</a>                                     |
| 3                   | <a href="https://incometaxindia.gov.in/">https://incometaxindia.gov.in/</a>                                               |

**MOOCs:**

| Resources No | Web site address                                                                        |
|--------------|-----------------------------------------------------------------------------------------|
| 1            | <a href="https://cleartax.in/">https://cleartax.in/</a>                                 |
| 2            | <a href="http://www.classcentral.com">www.classcentral.com</a>                          |
| 3            | <a href="https://onlinecourses.swayam2.ac.in/">https://onlinecourses.swayam2.ac.in/</a> |
| 4            | <a href="http://www.edx.org">www.edx.org</a>                                            |



| Programme: BBA CBCS– Revised Syllabus w.e.f.-Year2023 – 2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                 |                                                                               |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Course Code                                                                                                                                                                                                                                                                                                                                                                     | Course Title                                                                  |       |
| VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 608                                                                                                                                                                                                                                                                                                                                                                             | Hindustani Classical Music/Indian Dance/<br>Hindustani Classical Instrumental |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Credits                                                                                                                                                                                                                                                                                                                                                                         | Evaluation                                                                    | Marks |
| VBC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 1                                                                                                                                                                                                                                                                                                                                                                               | IE:UE                                                                         | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                 |                                                                               |       |
| <ul style="list-style-type: none"> <li>To introduce students to the rich cultural heritage of Hindustani classical music, Indian dance, and Hindustani classical instrumental music.</li> <li>To provide students with a basic understanding of the principles, concepts, and techniques of Hindustani classical music, Indian dance, and Hindustani classical instrumental music.</li> <li>To familiarize students with the prominent styles, gharanas, and maestros of Hindustani classical music, Indian dance, and Hindustani classical instrumental music.</li> <li>To develop an appreciation for the aesthetic nuances, emotional depth, and spiritual essence embedded in Hindustani classical music, Indian dance, and Hindustani classical instrumental music.</li> <li>To cultivate skills in critical listening, analysis, and interpretation of Hindustani classical music, Indian dance, and Hindustani classical instrumental music.</li> </ul>                                        |                                                                                                                                                                                                                                                                                                                                                                                 |                                                                               |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                 |                                                                               |       |
| <p>After completing the course the students shall be able to</p> <p>CO1: To introduce students to the rich cultural heritage of Hindustani classical music, Indian dance, and Hindustani classical instrumental music.</p> <p>CO2: To provide students with a basic understanding of the principles, concepts, and techniques of Hindustani classical music, Indian dance, and Hindustani classical instrumental music.</p> <p>CO3: To familiarize students with the prominent styles, gharanas, and maestros of Hindustani classical music, Indian dance, and Hindustani classical instrumental music.</p> <p>CO4: To develop an appreciation for the aesthetic nuances, emotional depth, and spiritual essence embedded in Hindustani classical music, Indian dance, and Hindustani classical instrumental music.</p> <p>CO5: To cultivate skills in critical listening, analysis, and interpretation of Hindustani classical music, Indian dance, and Hindustani classical instrumental music.</p> |                                                                                                                                                                                                                                                                                                                                                                                 |                                                                               |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Sub Unit                                                                                                                                                                                                                                                                                                                                                                        |                                                                               |       |
| <b>1</b><br><b>Introduction to Hindustani Classical Music</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Historical overview of Hindustani classical music<br>Elements of Hindustani classical music: Raga, Tala, Swara<br>Major ragas and their characteristics<br>Overview of vocal and instrumental traditions<br>Notation system: Sargam and Tabla Bols                                                                                                                              |                                                                               |       |
| <b>2</b><br><b>Principles of Indian Dance</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <ul style="list-style-type: none"> <li>Evolution of Indian dance forms: Bharatanatyam, Kathak, Odissi, Manipuri, etc.</li> <li>Elements of Indian classical dance: Nritta, Nritya, Natya</li> <li>Mudras (hand gestures) and Abhinaya (expression)</li> <li>Fundamentals of rhythm and footwork</li> <li>Famous dance compositions and choreographers</li> </ul>                |                                                                               |       |
| <b>3</b><br><b>Hindustani Classical Instrumental Music</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <ul style="list-style-type: none"> <li>Overview of Hindustani classical instruments: Sitar, Sarod, Flute, Tabla, etc.</li> <li>Techniques and repertoire of selected instruments</li> <li>Role of improvisation in instrumental music</li> <li>Notable instrumentalists and their contributions</li> <li>Comparative study of vocal and instrumental styles</li> </ul>          |                                                                               |       |
| <b>4</b><br><b>Gharanas and Maestros</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <ul style="list-style-type: none"> <li>Significance of Gharanas (schools) in Hindustani classical music</li> <li>Overview of major Gharanas and their distinctive features</li> <li>Contributions of legendary musicians: Ustad Allauddin Khan, Pandit Ravi Shankar, Ustad Bismillah Khan, etc.</li> <li>Listening sessions and analysis of performances by maestros</li> </ul> |                                                                               |       |

|                                                                          |                                                                                                                                                                                                                                                                                                                                                                                             |
|--------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>5</b><br><b>Cultural</b><br><b>Context and</b><br><b>Appreciation</b> | <ul style="list-style-type: none"> <li>• Socio-cultural influences on Hindustani classical music and dance</li> <li>• Spiritual dimensions and philosophical underpinnings</li> <li>• Impact of technology and globalization on traditional art forms</li> <li>• Role of patronage and preservation efforts</li> <li>• Appreciation and critique of contemporary interpretations</li> </ul> |
|--------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**Reference Books:**

| Sr. No. | Name of the Author        | Title of the Book                                              | Year Edition | Publisher Company |
|---------|---------------------------|----------------------------------------------------------------|--------------|-------------------|
| 1       | Namita Devidayal          | "The Music Room"                                               |              |                   |
| 2       | <i>Leela Venkataraman</i> | <i>"Indian Classical Dance: The Renaissance and Beyond" by</i> |              |                   |
| 4       | Joep Bor                  | <i>"The Raga Guide: A Survey of 74 Hindustani Ragas"</i>       |              |                   |
| 5       | <i>The Sitar</i>          | <i>Manfred Junius</i>                                          |              |                   |

**Online Resources:**

| Online Resources No. | Web site address                                                                    |
|----------------------|-------------------------------------------------------------------------------------|
| 1                    | Online resources: Sangeet Natak Akademi, SPIC MACAY, Khan Academy of Music and Arts |

**MOOCs:**

| Resources. | Website address |
|------------|-----------------|
| 1          | SWAYAM          |

## BBA SEMESTER VII

| Programme: BBA CBCS – Revised Syllabus w.e.f Year 2023–2024                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                 |                                      |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                        | Course Code                                                                                                                                                                                                                                                     | Course Title                         |       |
| VII                                                                                                                                                                                                                                                                                                                                                                                             | 701                                                                                                                                                                                                                                                             | Project Assessment and Business Plan |       |
| Name of Faculty                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                 | Archana Bhaushet Sakure-Ubhe_DMS     |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                            | Credits                                                                                                                                                                                                                                                         | Evaluation                           | Marks |
| DSC                                                                                                                                                                                                                                                                                                                                                                                             | 3                                                                                                                                                                                                                                                               | IE:UE                                | 30:70 |
| Course Objectives: (CO)                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                 |                                      |       |
| <ul style="list-style-type: none"> <li>To proficient project assessors.</li> <li>To strategic business planners.</li> <li>To effective communicators with stakeholders.</li> <li>To financial planning and risk management experts.</li> <li>To successful project implementer.</li> </ul>                                                                                                      |                                                                                                                                                                                                                                                                 |                                      |       |
| Learning Outcomes: After successful completion of the course:                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                 |                                      |       |
| CO1: Students should be able to demonstrate understanding of project assessment.<br>CO2: Learners should develop competence in business plan creation.<br>CO3: Learners should apply strategic planning principles.<br>CO4: Students should effectively communicate with stakeholders.<br>CO5: Participants should gain a solid understanding of master financial planning and risk management. |                                                                                                                                                                                                                                                                 |                                      |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                            | Subunits                                                                                                                                                                                                                                                        |                                      |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                               | <b>Introduction to Project Assessment and Business Planning:</b><br>Overview of project assessment and business planning, Importance of strategic planning in project success, Purpose, scope and objective of the project assessment, Approach and methodology |                                      |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                               | <b>Fundamentals of Project Assessment:</b><br>Defining project goals and objectives, Stakeholder analysis and communication strategies, Project Categorization, Prioritization of Projects                                                                      |                                      |       |
| 3                                                                                                                                                                                                                                                                                                                                                                                               | <b>Business Plan Essentials:</b><br>Components of a business plan, Market analysis, customer segmentation, and value proposition                                                                                                                                |                                      |       |
| 4                                                                                                                                                                                                                                                                                                                                                                                               | <b>Financial Planning and Risk Management:</b><br>Budgeting, financial projections, and funding sources, Risk assessment and mitigation strategies                                                                                                              |                                      |       |
| 5                                                                                                                                                                                                                                                                                                                                                                                               | <b>Implementation and Final Project:</b><br>Execution strategies for projects and business plans, Final project development, presentation, and peer evaluation, Feedback / Forward System, Practice Case Study                                                  |                                      |       |

**Reference Books:**

| Sr. No. | Name of the Author                 | Title of the Book                   | Year Edition | Publisher Company            |
|---------|------------------------------------|-------------------------------------|--------------|------------------------------|
| 1       | Steven D. Peterson, Peter E. Jaret | Business Plans Kit For Dummies      | 2020         | For Dummies                  |
| 2       | Writing Winning Business Plans     | Garrett Sutton                      | 2012         | NOLO                         |
| 3       | HBR Guide to Project Management    | Harvard Business Review             | 2013         | Harvard Business Review Pres |
| 4       | The Art of Project Management      | Scott Berkun                        | 2005         | O'Reilly Media               |
| 5       | The Lean Startup                   | Eric Ries                           | 2011         | Crown Business               |
| 6       | Business Model Generation          | Alexander Osterwalder, Yves Pigneur | 2010         | Wiley                        |

**Online Resources:**

| Online Resources No. | Web site address                                                              |
|----------------------|-------------------------------------------------------------------------------|
| 1                    | <a href="https://www.pmi.org/">https://www.pmi.org/</a>                       |
| 2                    | <a href="https://www.bplans.com/">https://www.bplans.com/</a>                 |
| 3                    | <a href="https://www.mindtools.com/">https://www.mindtools.com/</a>           |
| 4                    | <a href="https://academy.hubspot.com/">https://academy.hubspot.com/</a>       |
| 5                    | <a href="https://www.projectmanager.com/">https://www.projectmanager.com/</a> |
| 6                    | <a href="https://www.investopedia.com/">https://www.investopedia.com/</a>     |

**MOOCs:**

| Sr. No. | Resources | Web site address                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|---------|-----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1       | Coursera  | <a href="https://www.coursera.org/learn/business-plan">https://www.coursera.org/learn/business-plan</a><br><a href="https://www.coursera.org/micro-credential/specializations/strategic-business-management">https://www.coursera.org/micro-credential/specializations/strategic-business-management</a><br><a href="https://www.coursera.org/learn/entrepreneurship-strategy">https://www.coursera.org/learn/entrepreneurship-strategy</a><br><a href="https://www.coursera.org/learn/agile-meets-design-thinking">https://www.coursera.org/learn/agile-meets-design-thinking</a> |
| 2       | edX       | <a href="https://www.edx.org/micromasters/ritx-project-management">https://www.edx.org/micromasters/ritx-project-management</a><br><a href="https://www.edx.org/professional-certificate/business-model-canvas">https://www.edx.org/professional-certificate/business-model-canvas</a>                                                                                                                                                                                                                                                                                             |
| 3       | Udemy     | <a href="https://www.udemy.com/course/business-plan-template">https://www.udemy.com/course/business-plan-template</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

| Programme: BBA CBCS –Revised Syllabus w.e.f. - Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                        |       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Course Title           |       |
| VII                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 702                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Mergers & Acquisitions |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Credits                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Evaluation             | Marks |
| DSE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | IE: UE                 | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                        |       |
| <ul style="list-style-type: none"> <li>The objective of this course is to build awareness and basic knowledge of how mergers and acquisitions happen.</li> <li>To understand the procedure of implementation from proposal through valuation to integration.</li> <li>To exercise your analytical comprehension of methodologies presented in the core finance curriculum.</li> <li>To Understand your legal obligations in terms of mergers and acquisitions</li> <li>To Study how to enforce provisions encapsulated in the mergers and acquisitions agreement in the event of non-compliance</li> <li>To induce synergy into their respective organizations by encouraging networking, collaboration, participation, and ultimately organizational synergy via the mergers and acquisition process</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                        |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                        |       |
| <p>On the completion of the Course, the students will be able to:</p> <p><b>CO1:</b> Acquire conceptual understanding of Mergers</p> <p><b>CO2:</b> Know about strategic perspective &amp; strategic approaches to M &amp; A.</p> <p><b>CO3:</b> Become aware of the concept of Corporate Restructuring and its methods</p> <p><b>CO4:</b> Know about the Merger Process and process of merger integration</p> <p><b>CO5:</b> Know about various Valuation Approaches</p> <p><b>CO6:</b> Know about the methods of financing mergers.</p>                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                        |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Subunits                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                        |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Mergers-in the nature of acquisitions and amalgamations, types of merger motives behind mergers – theories of mergers – operating, financial and managerial synergy of mergers – value creation in horizontal, vertical and conglomerate mergers – internal and external change forces contributing to M&A activities understanding cross border acquisitions M&A-strategic perspective- industry life cycle and product life cycle analysis in M&A decision, strategic approaches to M&A- SWOT analysis, BCG matrix, Porter's Five forces model- trends in merger activities India and abroad.         |                        |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Corporate restructuring – different methods of restructuring – joint ventures –sell off and spin off – divestitures – equity carve out – leveraged buy outs(LBO) – management buy outs – master limited partnerships – employee stock ownership plans / stock option plan(ESOP)- detailed understanding of all types of restructuring. <b>Merger Process:</b> Dynamics of M&A process- identification of targets negotiation-closing the deal. Five-stage model – due diligence (detailed discussion). Process of merger integration – organizational and human aspects –managerial challenges of M & A |                        |       |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Valuation – cost of capital- traditional valuation approaches – discounted cash flow valuation – asset based valuation- brand valuation-firm valuation- equity valuation- FCFE and FCFF- relative valuation-adjusted present value - (Including problems) Methods of financing mergers – cash offer, share exchange ratio – (Including problems) - mergers as a capital budgeting decision.                                                                                                                                                                                                             |                        |       |

|   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 4 | Takeovers, types, hostile takeover approaches, Takeover defenses –bid resistance strategies-bid defense strategies—pre offer defenses-poison pill defense-shark repellents- post offer defenses- greenmail-white knight- financial defensive measures – Coercive offers and defense – anti- takeover amendments – impact of takeover defenses on shareholder value.                                                                                                                                                                                                                                                                                             |
| 5 | Legal and regulatory frame work of M & A – provisions of Companies Act 2013, – SEBI Takeover Code, Provisions of Competition Act. Taxation of Mergers, Acquisitions and Amalgamations: Amalgamation, Demerger – Special provisions for computation of cost of acquisition- Conditions for availing loss and depreciation – Tax Neutrality. Accounting aspects of Mergers: Principal methods of Accounting for mergers and acquisitions – Pooling of Interests Method – Advantages and Disadvantages; Purchase method – advantages and Disadvantages – Use of Purchase method, determination of Purchase price, accounting method in India (Including problems). |

**Reference Books:**

| Sr. No.           | Name of the Author                       | Title of the Book                            | Year Edition | Publisher Company          |
|-------------------|------------------------------------------|----------------------------------------------|--------------|----------------------------|
| 1 – National      | Sudi Sudarsanam,                         | Value Creation From Mergers And Acquisitions | 2009         | Pearson Education          |
| 2 – National      | P Mohan Rao                              | Mergers And Acquisitions                     | 2013         | Deep And Deep Publications |
| 3 – International | Fred Weston, Kwang S Chung, Susan E Hoag | Mergers, Restructuring and Corporate Control | 2002         | Pearson Education          |

**Online Resources:**

| Online Resources No | Web site address                                                                                                                                                                                                                                                                                                                                            |
|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                   | <a href="https://proschoolonline.com/blog/types-of-mergers-and-acquisitions-a-complete-summary">https://proschoolonline.com/blog/types-of-mergers-and-acquisitions-a-complete-summary</a>                                                                                                                                                                   |
| 2                   | <a href="https://corporatefinanceinstitute.com/resources/valuation/mergers-acquisitions-ma/#:~:text=In%20a%20merger%2C%20two%20companies,of%20the%20target%20company's%20board.">https://corporatefinanceinstitute.com/resources/valuation/mergers-acquisitions-ma/#:~:text=In%20a%20merger%2C%20two%20companies,of%20the%20target%20company's%20board.</a> |
| 3                   | <a href="https://cleartax.in/s/mergers-and-acquisitions">https://cleartax.in/s/mergers-and-acquisitions</a>                                                                                                                                                                                                                                                 |
| 4                   | <a href="https://www.mondaq.com/india/corporate-and-company-law/1210798/mergers-and-acquisitions-in-india--a-brief-overview">https://www.mondaq.com/india/corporate-and-company-law/1210798/mergers-and-acquisitions-in-india--a-brief-overview</a>                                                                                                         |
| 5                   | <a href="https://www.pwc.nl/nl/assets/documents/pwc-mergers-acquisitions.pdf">https://www.pwc.nl/nl/assets/documents/pwc-mergers-acquisitions.pdf</a>                                                                                                                                                                                                       |

**MOOCs:**

| Resources No | Subject                                     | Web site address                                                                                                                                                                |
|--------------|---------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1            | Merging cultures through M&A                | <a href="https://info.culture.io/ebook-culture">https://info.culture.io/ebook-culture</a>                                                                                       |
| 2            | Introduction to Mergers & Acquisitions      | <a href="https://gtacademy.in/post-graduate-programme-in-finance-and-accounting-2023.html">https://gtacademy.in/post-graduate-programme-in-finance-and-accounting-2023.html</a> |
| 3            | The social side of mergers and acquisitions | <a href="https://single-ebooks.springernature.com/search?query=mergers+and+acquisitions">https://single-ebooks.springernature.com/search?query=mergers+and+acquisitions</a>     |

| Programme: BBA CBCS – Revised Syllabus w.e.f. Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                               |                                 |       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Course Code                                                                                                                                                                                                                                                                                                   | Course Title                    |       |
| VII                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 703                                                                                                                                                                                                                                                                                                           | Sectorial Research and Analysis |       |
| Name of Faculty                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                               | Dr. Bhawna Duggal_BVIMR         |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Credits                                                                                                                                                                                                                                                                                                       | Evaluation                      | Marks |
| DSC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 3                                                                                                                                                                                                                                                                                                             | IE : UE                         | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                               |                                 |       |
| <ul style="list-style-type: none"> <li>Students will apply the fundamental concepts of economics, management, and strategy in the process of analysing the problems and issues faced by business firms.</li> <li>Students will learn how to evaluate, analyse, and integrate the organizational, technological, and informational structure of business firms.</li> <li>Students will learn how business firms use knowledge and information, with applications to evaluating decisions made by firms.</li> <li>Business research methods and databases will be presented, and case studies used within the texts.</li> </ul>                                                                                                           |                                                                                                                                                                                                                                                                                                               |                                 |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                               |                                 |       |
| <p><b>CO1:</b> Students will understand about the qualitative and quantitative dimensions with regards to company analysis.</p> <p><b>CO2:</b> Students will learn how business firms use knowledge and information, with applications to evaluating decisions</p> <p><b>CO3:</b> Students will Know about the top down and bottom up approach to fundamental research and will also be able to analyse the fundamentals of risk and return, valuation principles and philosophy of various corporate actions.</p> <p><b>CO4:</b> Students will assess and integrate diverse facets of economics, management, and strategy in the process of analysing the problems and issues faced by business firms and decisions made by firms.</p> |                                                                                                                                                                                                                                                                                                               |                                 |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Subunits                                                                                                                                                                                                                                                                                                      |                                 |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Introduction: Sector Analysis meaning, Importance, Methods for Conducting Sector Analysis – Top down analysis, bottom Up analysis, Quantitative analysis, Qualitative Analysis; Value Chain Meaning and Importance                                                                                            |                                 |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Gathering and Analyzing Data for Sector Analysis Market Research Techniques – Primary Research - Surveys, Interviews, focus groups, observational research, Experiments, etc., Secondary Research.                                                                                                            |                                 |       |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Understanding Market Trends and Drivers Identifying Key Competitors and Market Players- Industry associations AND Trade shows, online research, customer feedback, industry reports, Direct Observation                                                                                                       |                                 |       |
| 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | SWOT Analysis and PESTLE analysis for Sector Analysis. Developing a Market Strategy- identify target market, Define Value Proposition, Choose Marketing Channels, Develop Message, set budget and goals, measure and ; Conclusion and Future Outlook for Sector Analysis- Key Takeaways, future outlook, etc. |                                 |       |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | A field assignment may be given to student to undergo sectorial research in industry – airline, automobile, garment supply chain, etc.                                                                                                                                                                        |                                 |       |

**Reference Books:**

| Sr. No. | Name of the Author                   | Title of the Book                          | Year Edition   | Publisher Company |
|---------|--------------------------------------|--------------------------------------------|----------------|-------------------|
| 1       | Michel R. Baye and Jeffrey T. Prince | Managerial Economics and Business Strategy | Eighth Edition | McGraw-Hill       |
| 2       | Azar Kazami                          | Strategic Management                       |                | McGraw-Hill       |

**Online Resources:**

| Online Resources No. | Website address                                                                                                                                   |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                    | <a href="https://fastercapital.com/content/Market-Research">https://fastercapital.com/content/Market-Research</a>                                 |
| 2                    | <a href="https://www.equitymaster.com/research-it/sector-info/">https://www.equitymaster.com/research-it/sector-info/</a>                         |
| 3                    | <a href="https://www.strike.money/fundamental-analysis/sector-analysis">https://www.strike.money/fundamental-analysis/sector-analysis</a>         |
| 4                    | <a href="https://www.arx.cfa/en/research/2019/8/view-sector-analysis-posts">https://www.arx.cfa/en/research/2019/8/view-sector-analysis-posts</a> |

**MOOCS:**

| MOOCS | Website address                                                                                                                 |
|-------|---------------------------------------------------------------------------------------------------------------------------------|
| 1     | MOOC.org                                                                                                                        |
| 2     | <a href="https://www.coursera.org/courses?query=market%20research">https://www.coursera.org/courses?query=market%20research</a> |
| 3     | <a href="https://www.udemy">https://www.udemy</a>                                                                               |



| Programme: –BBA Honors Syllabus w. e. f.-Year 2023–2024                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                 |                                    |       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                           | Course Code                                                                                                                                                                                                                                                     | Course Title                       |       |
| VII                                                                                                                                                                                                                                                                                                                                                                                                | 706                                                                                                                                                                                                                                                             | Intellectual Property Rights (IPR) |       |
| Prepared by                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                 | Dr. Amruta Sane_YMIM               |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                               | Credits                                                                                                                                                                                                                                                         | Evaluation                         | Marks |
| AEC                                                                                                                                                                                                                                                                                                                                                                                                | 3                                                                                                                                                                                                                                                               | IA                                 | 100   |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                 |                                    |       |
| <ul style="list-style-type: none"> <li>To inform the learners with the basic concepts of Intellectual Property Rights.</li> <li>To make the students aware of their rights for the protection of their invention.</li> <li>To develop capabilities in the learners in IPR related issues and alert them with the evolving issues in IPR and the justification for the protection of IPR</li> </ul> |                                                                                                                                                                                                                                                                 |                                    |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                 |                                    |       |
| <b>CO1:</b> To create awareness of acquiring the different types of Intellectual property rights.<br><b>CO2:</b> To protect the intellectual property from outside use or wrongly profiting.                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                 |                                    |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                               | Sub unit                                                                                                                                                                                                                                                        |                                    |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                                  | <b>Introduction to intellectual property rights(IPRs):</b> Meaning, nature and basic concepts of intellectual property, main forms of intellectual property, Difference between Tangible and In-tangible property, need for Intellectual Property, TRIPS & GATT |                                    |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                  | <b>Copyright:</b> Origin, Definition & Types of Copy Right, Registration procedure, Assignment & license, Terms of Copy Right, Piracy, Infringement, Remedies, Copy rights with special reference to software                                                   |                                    |       |
| 3                                                                                                                                                                                                                                                                                                                                                                                                  | <b>Patents :</b> Nature of patents and conditions for patentability, Procedure for obtaining patents, Rights of a patentee, Patent infringements, Remedies and Penalties, Patents from an international perspective, Patents Cooperation Treaty                 |                                    |       |
| 4                                                                                                                                                                                                                                                                                                                                                                                                  | <b>TRADE MARKS—</b> Origin, Meaning & Nature of Trade Marks, Types, Registration of Trade Marks, Infringement & Remedies, Offences relating to Trade Marks, Passing Off, Penalties                                                                              |                                    |       |
| 5                                                                                                                                                                                                                                                                                                                                                                                                  | <b>Designs and Geographical Indications:</b> Meaning and nature of design, Industrial Designs - Registration and piracy, Geographical Indication of Goods & Appellations of Origin                                                                              |                                    |       |

### Reference Books

| Sr. No. | Name of the Author | Title of the Book                        | Year of Edition | Publish                     |
|---------|--------------------|------------------------------------------|-----------------|-----------------------------|
| 1.      | G.B. Reddy         | Intellectual Property Rights and the Law | Reprint 2023    | Gogia Law Agency            |
| 2.      | Dr. B.L.Wadehra    | Law relating to Intellectual Property    | Reprint 2011    | Universal Law Publishing Co |
| 3.      | Dr.S.R. Myneni     | Law of Intellectual Property             | 2019-20         | Asian Law House             |

| Programme: BBA CBCS–Revised Syllabus w.e.f. - Year2023 – 2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                            |                                  |       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Course Code                                                                                                                                                                                                                                                                                                                                                                                                                | Course Title                     |       |
| VII                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 707                                                                                                                                                                                                                                                                                                                                                                                                                        | Research Writing & Publication-I |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Credits                                                                                                                                                                                                                                                                                                                                                                                                                    | Evaluation                       | Marks |
| DSC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 1                                                                                                                                                                                                                                                                                                                                                                                                                          | IA                               | 100   |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                            |                                  |       |
| <ul style="list-style-type: none"> <li>To create awareness towards various concepts in Writing and Presenting Research Work.</li> <li>To enable students to plan writing research.</li> <li>To enable students to organize resources towards writing research papers.</li> <li>To enable students write various sections of research paper effectively.</li> <li>To enable students to find various opportunities for publishing the research work.</li> </ul>                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                            |                                  |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                            |                                  |       |
| <p>After completion of this course, students will be able to:</p> <p><b>CO1:</b> Know the basic concepts of writing a research paper and the understand the best practices in writing and Publishing research paper ethically.</p> <p><b>CO2:</b> Understand the principles and practices of writing research paper effectively.</p> <p><b>CO3:</b> Know the ethical ways of writing research paper by providing proper citations to the original contributors.</p> <p><b>CO4:</b> Discuss data interpretation and analysis of their research paper effectively and find various avenues for publishing their research work.</p> |                                                                                                                                                                                                                                                                                                                                                                                                                            |                                  |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Sub units                                                                                                                                                                                                                                                                                                                                                                                                                  |                                  |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Introduction to Research Writing:</b> Definition, Purpose, Objectives, Introduction to concepts - Research Question, Literature Review, Thesis Statement, Methodology<br>The Research Writing Process - Selecting a Research Topic, formulating a Research Question, conducting a Literature Review, Designing and Conducting Research, Writing the Research Paper, Editing and Proofreading                            |                                  |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Drafting Research Paper:</b> Steps to follow, challenges, Create plan for writing, Allocate Time for Research,                                                                                                                                                                                                                                                                                                          |                                  |       |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Writing the Methodology and Results Sections:</b> Contents of Methodology section – Overview, Research Design, Sample, Data Collection, Data Analysis, Ethical Considerations, Procedure, Validity and Reliability, Contents of Results Section: Organization, Use of Visuals, Textual Presentation, Numbers and Statistics, Tables and Figures, Consistency, Limitations                                               |                                  |       |
| 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Editing, Proof Reading and Finalizing:</b> Revision strategies, Proofreading techniques, Peer review and feedback, Check for Plagiarism, Formatting research paper, Creating a bibliography or works cited page                                                                                                                                                                                                         |                                  |       |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Identifying Research Publishing Opportunities:</b> Introduction to Research Publishing Opportunities, Overview of the importance of publishing in academia, Understanding the publication landscape: journals, conferences, workshops, Types of publications: journal articles, conference papers, books, etc.                                                                                                          |                                  |       |
| 6                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Identifying Research Publishing Opportunities:</b> Networking and Collaborations, Collaborative opportunities for research and publication, Journal Selection and Evaluation, Understanding different types of journals (e.g., open access, subscription- based), Assessing journal credibility and impact factor, Exploring journal rankings and their significance, Ethical Considerations and Responsible Publishing |                                  |       |

**Reference Books:**

| Sr.No.         | Name of the Author                                  | Title of the Book             | Year Edition | Publisher Company                   |
|----------------|-----------------------------------------------------|-------------------------------|--------------|-------------------------------------|
| 1National      | O R Krishnaswami,<br>M Ranganatham<br>P N Harikuamr | Research Methodology          | 2018         | Himalaya Publishing House Pvt. Ltd. |
| 2International | Louis Cohen<br>Lawrence Manion<br>Keith Morrison    | Research Methods in Education | 2017         | Taylor & Francis                    |
| 3National      | Donald R Cooper,<br>Pamela S Schindler              | Business Research Methods     | 2006         | McGraw Hill India                   |
| 4International | T N Srivastava,<br>Shailaja Rego                    | Business Research Methodology | 2017         | McGraw Hill Education               |

**Online Resources:**

| Online Resources No. | Website address                                                                                                                                                                                                 |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                    | <a href="https://initiatives.iitgn.ac.in/scientificwriting/scientific-writing-resources/">https://initiatives.iitgn.ac.in/scientificwriting/scientific-writing-resources/</a>                                   |
| 2                    | <a href="https://authorservices.wiley.com/author-resources/Journal-Authors/Prepare/writing-resources.html">https://authorservices.wiley.com/author-resources/Journal-Authors/Prepare/writing-resources.html</a> |
| 3                    | <a href="https://researchwriting.unl.edu/">https://researchwriting.unl.edu/</a>                                                                                                                                 |

**MOOCs:**

| ResourcesNo. | Website address |
|--------------|-----------------|
| 1            | Alisons         |
| 2            | Swayam          |

| Programme: BBA CBCS –Revised Syllabus w.e.f. - Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |             |              |       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Course Code | Course Title |       |
| VII                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 708         | Negotiation  |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Credits     | Evaluation   | Marks |
| AEC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 1           | IE           | 100   |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |             |              |       |
| <ul style="list-style-type: none"> <li>The ability to frame a negotiation but understanding the foundations of decision making including how to frame problems and objectives; improving heuristics for judgement under uncertainty; and creating alternative decision making strategies through value creation.</li> <li>The knowledge and skills to transform distributive, value-claiming negotiations into more collaborative, integrative negotiations that create value for all parties involved.</li> <li>Learning to understand when to negotiate, the types of conflicts of interest and negotiation structures; types of negotiation strategies and how to improve agreements.</li> <li>Understanding the various power components at the negotiation table, including subjective and objective power factors, and learn to level the playing field.</li> <li>A knowledge of the power and fairness of negotiations, organizational cultures in negotiation, and the role of race, experience, age, and gender at the negotiating table.</li> <li>An ability to apply a playbook of 12 critical communication skills for establishing tactical empathy and trust-based influence at the negotiation table.</li> </ul> |             |              |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |             |              |       |
| <p>On the completion of the Course, the students will be able to:</p> <p>CO1: apply negotiation skills to obtain desired results</p> <p>CO2: understand the various aspects of a crisis situation for appropriate management.</p> <p>CO3: learn how to manage complex negotiation situations.</p> <p>CO4: understand the process of relationship building</p> <p>CO5 test and judge the legitimacy of the terms of negotiation</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |             |              |       |

**Reference Books:**

| Sr. No.           | Name of the Author | Title of the Book                  | Year Edition | Publisher Company     |
|-------------------|--------------------|------------------------------------|--------------|-----------------------|
| 1 – National      | Anurag K. Agarwal  | The Power of Negotiation           | 2023         | Bloomsbury Publishing |
| 2 – International | Beverly J. DeMarr  | Negotiation and Dispute Resolution | 2013         | Pearson Education     |

**Online Resources:**

| Online Resources No | Web site address                                                                                                                                                                                                        |
|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                   | <a href="https://www.totalsuccess.co.uk/best-websites-for-negotiation-skills-resources/">https://www.totalsuccess.co.uk/best-websites-for-negotiation-skills-resources/</a>                                             |
| 2                   | <a href="https://www.linkedin.com/advice/0/how-do-you-find-best-negotiation-resources-opinions-on-negotiation">https://www.linkedin.com/advice/0/how-do-you-find-best-negotiation-resources-opinions-on-negotiation</a> |
| 3                   | <a href="https://hbswk.hbs.edu/Pages/browse.aspx?HBSTopic=Negotiation">https://hbswk.hbs.edu/Pages/browse.aspx?HBSTopic=Negotiation</a>                                                                                 |

**MOOCs:**

| Resources No | Subject                                                 | Web site address                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|--------------|---------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1            | Negotiation                                             | <a href="https://www.edx.org/learn/negotiations">https://www.edx.org/learn/negotiations</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 2            | Successful Negotiation: Essential Strategies and Skills | <a href="https://www.coursera.org/learn/negotiation-skills?utm_medium=institutions&amp;utm_source=umich&amp;utm_campaign=adwords-successful-negotiation&amp;utm_term=online%20negotiation%20skills%20training&amp;gad_source=1&amp;gclid=">https://www.coursera.org/learn/negotiation-skills?utm_medium=institutions&amp;utm_source=umich&amp;utm_campaign=adwords-successful-negotiation&amp;utm_term=online%20negotiation%20skills%20training&amp;gad_source=1&amp;gclid=</a>                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 3            | Negotiation Skills: Become A Master Of Negotiation      | <a href="https://www.udemy.com/course/negotiation-how-to-craft-agreements-that-give-everyone-more-u/?utm_source=adwords&amp;utm_medium=udemyads&amp;utm_campaign=LongTail_la.EN_cc.INDIA&amp;utm_content=deal4584&amp;utm_term=._ag_77882236543._ad_533220806582._kw._de_c._dm._pl._ti_dsa-1007766171552._li_9061696._pd._&amp;matchtype=&amp;gclid=Cj0KCQiAtOmsBhCnARIsAGPa5yZIS4QaEaspn5D9YVT4qDDIW_rJxX1X3InAYjO9q7PHL3LBdAHTh2ccaArK0EALw_wcB">https://www.udemy.com/course/negotiation-how-to-craft-agreements-that-give-everyone-more-u/?utm_source=adwords&amp;utm_medium=udemyads&amp;utm_campaign=LongTail_la.EN_cc.INDIA&amp;utm_content=deal4584&amp;utm_term=._ag_77882236543._ad_533220806582._kw._de_c._dm._pl._ti_dsa-1007766171552._li_9061696._pd._&amp;matchtype=&amp;gclid=Cj0KCQiAtOmsBhCnARIsAGPa5yZIS4QaEaspn5D9YVT4qDDIW_rJxX1X3InAYjO9q7PHL3LBdAHTh2ccaArK0EALw_wcB</a> |

## BBA SEMESTER VIII (H)

| Programme: BBA CBCS – Revised Syllabus w.e.f. Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                  |                               |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Course Code                                                                                                                                                                                                                                                                                                                                                                                      | Course Title                  |       |
| VIII                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 801                                                                                                                                                                                                                                                                                                                                                                                              | Global Leadership and Culture |       |
| Prepared by                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                  | Pankaj Saihni_IMR             |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Credits                                                                                                                                                                                                                                                                                                                                                                                          | Evaluation                    | Marks |
| DSC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 3                                                                                                                                                                                                                                                                                                                                                                                                | IE:UE                         | 30:70 |
| <b>Course Objectives: (CO)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                  |                               |       |
| 1. Develop a multi-faceted, diverse understanding of leadership perspective - both domestic and Global.<br>2. Critically assess existing literature regarding theories of leadership and skills necessary to demonstrate it.<br>3. Develop an increased awareness for working with team, understanding diversity and developing cultural intelligence to lead organizations.<br>4. Develop the ability to value and appreciate the influence of culture on human behavior in group and organization settings.<br>5. Learn to lead and develop diverse teams. |                                                                                                                                                                                                                                                                                                                                                                                                  |                               |       |
| <b>Learning Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                  |                               |       |
| 1: Able to understand basic literature of domestic and global leadership and demonstrate leadership skills.<br>2: Understand leadership literature and demonstrate leadership skills.<br>3: To develop awareness about working with team and cultural intelligence.<br>4: To be aware of influence of culture on human behavior in organizations and business.<br>5: To develop team handling skills and leading diverse teams.                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                  |                               |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Contents                                                                                                                                                                                                                                                                                                                                                                                         |                               |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Define Leader and leadership, Traits of a leader, Types of leader, What a leader should know, Global leadership, Leadership theories: Trait Theory, Behavioral, The vroom model, Situational, Transformational and Charismatic Leadership,                                                                                                                                                       |                               |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Importance of Team work, Importance of creating shared vision of a team, Leadership in Learning Organization and Crisis, Diversity , Individual's motivating checklist, Success stories of business Leaders : Bill Gates, Rattan Tata, Karshan Bhai Patel, Narayan Murthi, Kiran Mazumdar Shaw etc.                                                                                              |                               |       |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | What is culture, Structure and Variability of culture, Factors influencing culture, Cultural intelligence, Impact of culture on business with reference to examples :Islamic banking ,Real estate (no 13 considered unlucky and inauspicious by few),Airline (No row 17 in Alitalia airline),Having arguments during conversation considered positive in Netherland but taken negative in Japan. |                               |       |
| 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Surveys design to identify traits of successful Business leader of Local /regional Industry or area. Case studies may be given to understand and analyze leadership dilemmatic situation                                                                                                                                                                                                         |                               |       |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Developing company culture as a tool to inspire excellence and accountability at all levels. Managing workforce diversity, Understanding Work Styles and Cultivating Originality. Maslow need hierarchy, MBTI Model, Foster creativity among individuals and teams and Identify “givers,” “takers,” and “matchers”                                                                               |                               |       |

**Reference books**

| S<br>·<br>n o | Name of<br>the Author                  | Title of the Book                              | Year<br>Addition | Publisher Company             |
|---------------|----------------------------------------|------------------------------------------------|------------------|-------------------------------|
| 1             | Thomas<br>S.Bateman                    | Management                                     | 2011             | Tata McGraw-Hill              |
| 2             | Ravindranath<br>Badi                   | Culture Diversity &<br>Society                 | 2016             | Himalaya publishing-<br>house |
| 3             | John Adair                             | 100 greatest ideas for<br>effective leadership | 2011             | Wiley                         |
| 4             | John Adair                             | Leadership Development<br>Activities           | 2008             | Jaico Publishing House        |
| 5             | Vidya<br>Bhushan &<br>D.R.Sachde<br>va | An introduction to sociology                   | 2005             | Kitab mahal,Allahabad         |
| 6             | Robin<br>Sharma                        | Leadership wisdom                              | 2003             | Jaico Publishing House        |
| 7             | Hans Finzel                            | The top 10 mistakes leaders<br>make            | 2010             | Jaico Publishing House        |

**Online Resources:**

| Online | Website address                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1      | <a href="https://hbr.org/2013/04/in-the-company-of-givers-and-takers">https://hbr.org/2013/04/in-the-company-of-givers-and-takers</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 2      | <a href="https://theewgroup.com/blog/what-is-cultural-intelligence/#what-is-cultural-intelligence">https://theewgroup.com/blog/what-is-cultural-intelligence/#what-is-cultural-intelligence</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 3      | <a href="https://www.upgrad.com/leadership-and-management-certificate-program-wharton/?utm_source=GOOGLE&amp;utm_medium=NBSEARCH&amp;utm_campaign=IND_ACQ_WEB_GOOGLE_NBSEARCH_MV_WHT_LAM_HIT_T1&amp;utm_content=Leadership_Development_Program&amp;utm_term=leadership%20development%20programs&amp;gclid=CjwKCAjwgsqoBhBNEiwAwe5w00GJ6hZTIPa0fpDcotoqazJAjIXlCOJhtljkNhXCpE9PKoscoYtbdRoCMakQAvD_BwE">https://www.upgrad.com/leadership-and-management-certificate-program-wharton/?utm_source=GOOGLE&amp;utm_medium=NBSEARCH&amp;utm_campaign=IND_ACQ_WEB_GOOGLE_NBSEARCH_MV_WHT_LAM_HIT_T1&amp;utm_content=Leadership_Development_Program&amp;utm_term=leadership%20development%20programs&amp;gclid=CjwKCAjwgsqoBhBNEiwAwe5w00GJ6hZTIPa0fpDcotoqazJAjIXlCOJhtljkNhXCpE9PKoscoYtbdRoCMakQAvD_BwE</a> |
| 4      | <a href="https://www.udemy.com/course/leadership-styles/">https://www.udemy.com/course/leadership-styles/</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 5      | <a href="https://hbr.org/search?search_type=&amp;term=case+studies+on+leadership&amp;term=">https://hbr.org/search?search_type=&amp;term=case+studies+on+leadership&amp;term=</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

**MOOCs:**

| MOOCs | Website address                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1     | <a href="https://learning.edx.org/course/course-v1:HarvardX+GSE2x+3T2019/home">https://learning.edx.org/course/course-v1:HarvardX+GSE2x+3T2019/home</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 2     | <a href="https://www.coursera.org/mastertrack/global-leadership-hr-management-macquarie?irclickid=XT4Vky1b6xyPTkS3aD0tdTwjUkFRqF0AXU5TzU0&amp;irgwc=1&amp;utm_campaign=2985301&amp;utm_content=b2c&amp;utm_medium=partners&amp;utm_source=impact">https://www.coursera.org/mastertrack/global-leadership-hr-management-macquarie?irclickid=XT4Vky1b6xyPTkS3aD0tdTwjUkFRqF0AXU5TzU0&amp;irgwc=1&amp;utm_campaign=2985301&amp;utm_content=b2c&amp;utm_medium=partners&amp;utm_source=impact</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 3     | <a href="https://www.coursera.org/learn/international-business-culture">https://www.coursera.org/learn/international-business-culture</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 4     | <a href="https://www.udemy.com/course/components-of-organizational-culture-framework-for-leaders/">https://www.udemy.com/course/components-of-organizational-culture-framework-for-leaders/</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 5     | <a href="https://www.udemy.com/course/the-complete-guide-to-the-myers-briggs-type-indicator-mbti/">https://www.udemy.com/course/the-complete-guide-to-the-myers-briggs-type-indicator-mbti/</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 6     | <a href="https://www.edx.org/executive-education/the-london-school-of-economics-and-political-science-managing-people-and-teams?index=product&amp;queryID=76667cadf29a4b1bad402ffdeb0f587f&amp;position=1&amp;results_level=first-level-results&amp;term=managing+workforce&amp;objectID=course-611368bd-ca27-4be3-9d16-3b8cd4b08094&amp;campaign=Managing+People+and+Teams&amp;source=2u&amp;product_category=executive-education&amp;placement_url=https%3A%2F%2Fwww.edx.org%2Fsearch">https://www.edx.org/executive-education/the-london-school-of-economics-and-political-science-managing-people-and-teams?index=product&amp;queryID=76667cadf29a4b1bad402ffdeb0f587f&amp;position=1&amp;results_level=first-level-results&amp;term=managing+workforce&amp;objectID=course-611368bd-ca27-4be3-9d16-3b8cd4b08094&amp;campaign=Managing+People+and+Teams&amp;source=2u&amp;product_category=executive-education&amp;placement_url=https%3A%2F%2Fwww.edx.org%2Fsearch</a> |



| Programme: BBA CBCS– Revised Syllabus w.e.f.-Year2023 – 2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                               |                          |       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Course Code                                                                                                                                                                                                                                                                                                                   | Course Title             |       |
| VIII                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 804                                                                                                                                                                                                                                                                                                                           | Data Visualization Tools |       |
| Prepared by                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                               | Mukund Kulkarni_IMK      |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Credits                                                                                                                                                                                                                                                                                                                       | Evaluation               | Marks |
| SEC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 03                                                                                                                                                                                                                                                                                                                            | IA                       | 100   |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                               |                          |       |
| <ul style="list-style-type: none"> <li>Understand the Significance of Data Visualization</li> <li>Develop Proficiency in Power BI, Tableau, and Google Data Studio</li> <li>Apply Best Practices in Data Visualization</li> <li>Integrate Data Visualization into Business Processes</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                               |                          |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                               |                          |       |
| <p>After completing the course the students shall be able to</p> <p>CO1: Students will be able to create diverse visualizations using Power BI, Tableau, and Goo Data Studio to effectively represent different types of data.</p> <p>CO2: Students will demonstrate proficiency in utilizing three widely used data visualization t namely Power BI, Tableau, and Google Data Studio.</p> <p>CO3: Students will apply best practices in data visualization to design visually appealing and informative dashboards, ensuring clear communication of data-driven insights.</p> <p>CO4: Students will integrate visualizations into business processes, incorporating data visualization tools seamlessly into workflows for enhanced decision-making.</p> |                                                                                                                                                                                                                                                                                                                               |                          |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Sub Unit                                                                                                                                                                                                                                                                                                                      |                          |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Introduction to Data Visualization <ul style="list-style-type: none"> <li>Overview of Data Visualization</li> <li>Importance of Visualization in Business</li> <li>Types of Data Visualizations</li> <li>Basic Principles of Effective Data Visualization</li> </ul>                                                          |                          |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Microsoft Power BI <ul style="list-style-type: none"> <li>Introductio n to Power BI</li> <li>Connecting to Data Sources</li> <li>Creating Basic Visualizations (Charts, Tables, Maps)</li> <li>Advanced Power BI Features (Drill-downs, Filters)</li> <li>Dashboard Creation and Sharing</li> </ul>                           |                          |       |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Tableau <ul style="list-style-type: none"> <li>Overview of Tableau</li> <li>Connecting to Data in Tableau</li> <li>Building Visualizations with Tableau Desktop</li> <li>Interactivity and Storytelling in Tableau</li> <li>Integrating Tableau into Business Processes</li> </ul>                                            |                          |       |
| 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Google Data Studio <ul style="list-style-type: none"> <li>Introduction to Google Data Studio</li> <li>Connecting and Transforming Data</li> <li>Creating Interactive Reports and Dashboards</li> <li>Collaboration and Sharing in Google Data Studio</li> <li>Integrating Google Data Studio with Google Analytics</li> </ul> |                          |       |

|   |                                                           |
|---|-----------------------------------------------------------|
| 5 | Advanced Data Visualization Techniques                    |
|   | • Best Practices in Data Visualization                    |
|   | • Design Principles for Effective Dashboards              |
|   | • Real-time Data Visualization                            |
|   | • Case Studies: Successful Data Visualization in Business |
|   | • Future Trends in Data Visualization                     |

**Reference Books:**

| Sr. No. | Name of the Author      | Title of the Book                                                               | Year Edition | Publisher Company      |
|---------|-------------------------|---------------------------------------------------------------------------------|--------------|------------------------|
| 1       | Andy Kirk               | "Data Visualization: A Handbook for Data Driven Design"                         | 2nd (2019)   | Wiley                  |
| 2       | Alberto Cairo           | "The Truthful Art: Data, Charts, and Maps for Communication"                    | 2nd (2019)   | New Riders             |
| 3       | Stephen Few             | "Show Me the Numbers: Designing Tables and Graphs to Enlighten"                 | 2nd (2012)   | Analytics Press        |
| 4       | Cole Nussbaumer Knaflic | "Storytelling with Data: A Data Visualization Guide for Business Professionals" | 1st (2015)   | Wiley                  |
| 5       | Nathan Yau              | "Data Points: Visualization That Means Something"                               | 1st (2013)   | Wiley                  |
| 6       | Hadley Wickham          | "ggplot2: Elegant Graphics for Data Analysis"                                   | 3rd (2016)   | Springer International |
| 7       | Tamara Munzner          | "Visualization Analysis and Design"                                             | 1st (2014)   | CRC Press              |

**Online Resources:**

| Online Resources No. | Web site address                                                                                                                  |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| 1                    | <a href="http://public.tableau.com/en-us/s/gallery">http://public.tableau.com/en-us/s/gallery</a>                                 |
| 2                    | <a href="http://docs.microsoft.com/en-us/power-bi/guided-learning/">http://docs.microsoft.com/en-us/power-bi/guided-learning/</a> |
| 3                    | <a href="http://support.google.com/datastudio/">http://support.google.com/datastudio/</a>                                         |
| 4                    | <a href="http://d3js.org/">http://d3js.org/</a>                                                                                   |
| 5                    | <a href="http://www.datavisualizationsociety.com/">http://www.datavisualizationsociety.com/</a>                                   |
| 6                    | <a href="http://www.storytellingwithdata.com/blog">http://www.storytellingwithdata.com/blog</a>                                   |
| 7                    | <a href="http://www.coursera.org/learn/cs171">http://www.coursera.org/learn/cs171</a>                                             |
| 8                    | <a href="http://www.kaggle.com/datasets">http://www.kaggle.com/datasets</a>                                                       |

**MOOCs:**

| Resources. | Web site address |
|------------|------------------|
| 1          | Swayam / NPTEL   |
| 2          | Coursera         |

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| Programme: BBA CBCS – Revised Syllabus w.e.f. Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |             |                                                |       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|------------------------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Course Code | Course Title                                   |       |
| VIII                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | H-805       | INTERNSHIP II (Elective -II)                   |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |             | Dr. Mukund Kulkarni IMK & Dr. Deepali Gala IMK |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Credits     | Evaluation                                     | Marks |
| AEC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 8           | IA                                             | 100   |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |             |                                                |       |
| <ul style="list-style-type: none"> <li>Assist the student's development of employer-valued skills such as teamwork, communications and attention to detail.</li> <li>Expose the student to the environment and expectations of performance in private / public companies or government entities.</li> <li>Enhance and / or expand the student's knowledge of a particular area(s).</li> <li>Expose the student to professional role models or mentors who will provide the student with support in the early stages of the internship and provide an example of the behaviors expected in the intern's workplace.</li> </ul> |             |                                                |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |             |                                                |       |
| <p>CO1: Gain practical understanding of organizational dynamics, applying business concepts to real-world scenarios, and effectively contributing to team projects.</p> <p>CO2: Develop professional skills in communication, time management, and teamwork through interactions with colleagues, supervisors, and clients during the internship.</p> <p>CO3: Acquire industry insights and trends, demonstrating critical thinking and problem-solving abilities in analyzing business challenges and proposing strategic solutions within the context of the host organization.</p>                                        |             |                                                |       |
| <b>Details</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |             |                                                |       |
| <p>At the end of Semester V a student shall be required to start with the Internship - II based on the <b>second elective opted by the student</b>.</p> <p>The Student needs to prepare a project in any one of the functional areas of business i.e.</p> <ul style="list-style-type: none"> <li>Marketing Management</li> <li>Human Resource Management</li> <li>Financial Management.</li> <li>International Business Management</li> </ul>                                                                                                                                                                                |             |                                                |       |

- Production and Operations Management
- Information technology Management
- Agri-Business Management
- Business Analytics Management
- Event Management
- Hospitality Management
- Project Management

The Summer Internship should be conducted in an organization under the guidance of a faculty member. The duration will be for **60 days**. The report is to be prepared and submitted to the institute during the semester VI.

### **GUIDELINES FOR INTERNSHIP FILE**

There are certain phases of every Intern's professional development that cannot be effectively taught in the academic environment. These facets can only be learned through direct, on-the-job experience working with successful professionals and experts in the field. The internship program can best be described as an attempt to institutionalize efforts to bridge the gap between the professional world and the academic institutions. Entire effort in internship is in terms of extending the program of education and evaluation beyond the classroom of a university or institution. The educational process in the internship course seeks out and focuses attention on many latent attributes, which do not surface in the normal class room situations. These attributes are intellectual ability, professional judgment and decision making ability, inter-disciplinary approach, skills for data handling, ability in written and oral presentation, sense of responsibility etc.

In order to achieve these objectives, each student will maintain a file (Internship File). The Internship File aims to encourage students to keep a personal record of their learning and achievement throughout the Programme. It can be used as the basis for lifelong learning and for job applications. Items can be drawn from activities completed in the course modules and from the workplace to demonstrate learning and personal development.

The File will assess the student's analytical skills and ability to present supportive evidence, whilst demonstrating understanding of their organization, its needs and their own personal contribution to the organization.

General chaptalization of the report shall be as under;

- 1) Introduction
  - 2) Theoretical Background
  - 3) Company Profile
  - 4) Research Methodology (Objectives of the study, Scope and Limitations of the study, Sample Design)
  - 5) Data Analysis & Interpretation
  - 6) Findings & Suggestions
  - 7) Conclusion
- References Annexure

**TECHNICAL DETAILS**

1. The report shall be printed on A-4 size white bond paper.
2. 12 pt. Times New Roman font shall be used with 1.5 line spacing for typing the report.
3. 1” margin shall be left from all the sides.
4. Considering the environmental issues, students are encouraged to print on both sides of the paper.
5. The report shall be hard bound as per the standard format of the cover page given by the Institute and shall be golden embossed.
6. The report should include a Certificate (on company’s letter head) from the company duly signed by the competent authority with the stamp.
7. The report shall be signed by the respective guide(s) & the Director of the Institute 10 (Ten) days before the viva-voce examinations.
8. Student should prepare two hard bound copies of the Summer Internship Project Report and submit one copy in the institute. The other copy of the report is to be kept by the student for their record and future references.
9. In addition to this student should prepare two soft copies of their SIP reports & submit one each in Training & Placement Department of the Institute & Library  
The Internship I shall be assessed out 100 Marks.

- The examiners’ panel shall be decided as per the guidelines received from the University.

- The viva –voce shall evaluate the project based on
  - i. Actual work done by the student in the organization
  - ii. Student’s knowledge about the company & Business Environment
  - iii. Learning outcomes for the student
  - iv. Utility of the study to the organization

## BBA SEMESTER VIII (R)

| Programme: BBA CBCS – Revised Syllabus w.e.f. - Year 2023–2024 |             |                                                |       |
|----------------------------------------------------------------|-------------|------------------------------------------------|-------|
| Semester                                                       | Course Code | Course Title                                   |       |
| VIII                                                           | R-801       | Research Project / Dissertation                |       |
| Prepared By                                                    |             | Sonali Dharmadhikar_IMED & Mukund Kulkarni_IMK |       |
| Type                                                           | Credits     | Evaluation                                     | Marks |
| SEC                                                            | 10          | IA                                             | 400   |

### Tentative Steps for Dissertation Submission

1. Understanding Concept of Dissertation
2. Synopsis Submission
3. Carrying out Research Work
4. Dissertation Drafting and Submission

### Guidelines:

1. Research supervisors should be allotted to each student based on their subject expertise.
2. Student has to undergo minimum 50 days of research activity and maintain log book.
3. Student should give minimum three presentations.
  - a. Title Finalization
  - b. Research Methodology
  - c. Draft Finalization
4. General chapterization of the Dissertation shall be as under;
  - 1) Introduction
  - 2) Review of Literature
  - 3) Research Methodology
  - 4) Data analysis & interpretation
  - 5) Findings & observations
  - 6) Suggestions

## Annexure: -

- Questionnaire
- References.
- Plagiarism Certificate

(Before preparing final report student has to undergo plagiarism checking through plagiarism software. Plagiarism percentage should not be more than 20%)

## 5. Technical details of Dissertation:

1. The report shall be printed on A-4 size white bond paper.
2. 12 pt. Times New Roman font shall be used with 1.5 line spacing for typing the report.
3. 1" margin shall be left from all the sides.
4. Considering the environmental issues, students are encouraged to print on both sides of the paper.
5. The report shall be hard bound as per the standard format of the cover page given by the Institute and shall be golden embossed.
7. The report shall be signed by the respective guide(s) & the Director of the Institute 10 (Ten) days before the viva-voce examinations.
8. Student should prepare two hard bound copies of the Dissertation Report and submit one copy in the institute. The other copy of the report is to be kept by the student for their record and future references.
9. In addition to this, students is expected publish one research paper in reputed journal based on the research work.

The Dissertation shall be assessed out 100 Marks. The break-up of these marks is as under;

| Sr. No. | Assessment Criteria                          | Marks |
|---------|----------------------------------------------|-------|
| 1       | Presentation 1                               | 10    |
| 2       | Presentation 2                               | 10    |
| 3       | Presentation 3                               | 10    |
| 4       | Report Submission                            | 20    |
| 5       | Research Publication (Based on Dissertation) | 20    |
| 6       | Viva-voce                                    | 30    |
|         | TOTAL                                        | 100   |

| Programme: MBACBCS–Revised Syllabus w.e.f.-Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                       |                                 |       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Course Code                                                                                                                                                                                                                                                                                                                           | Course Title                    |       |
| VIII                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | R-802                                                                                                                                                                                                                                                                                                                                 | Software and Tools for Research |       |
| Prepared by:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                       | Neetu Jain_IMR                  |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Credits                                                                                                                                                                                                                                                                                                                               | Evaluation                      | Marks |
| DSC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 3                                                                                                                                                                                                                                                                                                                                     | IE:UE                           | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                       |                                 |       |
| <ul style="list-style-type: none"> <li>To impart knowledge about research &amp; tools.</li> <li>To encourage the students to opt research as career.</li> <li>To impart knowledge of software used in research.</li> <li>To enable the students in deciding types of tests to be used depending upon data.</li> <li>To encourage the students to be ethical in doing research.</li> </ul>                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                       |                                 |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                       |                                 |       |
| CO1: Remember management concepts, theories, models and key business terms.<br>CO2: Understand management principles and practices in the organizational context, to achieve organizational goals.<br>CO3: Apply optimum solutions to problems in the field of Business Management.<br>CO4: Use sustainable and ethical business practices in the Contemporary business scenario.<br>CO5: Analyze the need for and engage in lifelong learning in the field of business management.<br>CO6: Evaluate entrepreneurial opportunities and leverage the knowledge in starting and managing a business enterprise. |                                                                                                                                                                                                                                                                                                                                       |                                 |       |
| S. No                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Contents                                                                                                                                                                                                                                                                                                                              |                                 |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Introduction<br>Types of research tools, Basics of Behavioral Measurement: Concept, scope and need, Characteristics of a good research tool: Reliability, Validity and Norms, Questionnaires, Interviews, and observation schedules as tools of research                                                                              |                                 |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>Development and Uses of Research Tools</b><br>Sampling methods- Probability sampling methods and Non - Probability sampling methods · Norm-referenced and criterion-referenced tests ,Scales: Rating scales, Attitude scales, Semantic Differential, Q Methodology ,Socio-metric techniques.                                       |                                 |       |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>Tools for Analysis</b><br>Parametric tests ,Non-Parametric tests , Hypothesis testing , Discriminant Analysis                                                                                                                                                                                                                      |                                 |       |
| 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>Software for Data Analysis</b><br>Overview ,Coding of data and Data entry , Analysis Using, Microsoft Excel , SPSS ,STATA, Jamovi ,Minitab                                                                                                                                                                                         |                                 |       |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>Databases, Publication Ethics &amp; Misconduct</b><br>Databases : Indexing databases, Citation databases: Web of Science, Scopus , Violation of publication ethics, authorship and contributor ship ,Software tool to identify predatory publications developed by SPPU ,Use of plagiarism software like Turnitin, Viper, Original |                                 |       |



**Reference Books:**

| Sr.No.      | NameoftheAuthor                   | TitleoftheBook                                                                               | Year<br>Edition | Publisher<br>Company                   |
|-------------|-----------------------------------|----------------------------------------------------------------------------------------------|-----------------|----------------------------------------|
| 1.National  | Kandy Woodfield<br>(Editor        | The Ethics of Online<br>Research (Advances<br>in Research Ethics<br>and Integrity Book<br>2) | 2017            | Emerald<br>Publishing<br>Limited       |
| 2. National | Mr. Suber Peter                   | Open Access (MIT<br>Press Essential<br>Knowledge series),                                    | 2019            | New age<br>international<br>publishers |
| 3.National  | C. R. Kothari, and<br>Gaurav Garg | Research<br>Methodology:<br>Methods And<br>Techniques                                        | 2019            | New age<br>international<br>publishers |

**Online Resources**

| Online Resources No. | Website address                                                                                                                                                             |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                    | <a href="https://www.statisticssolutions.com/">https://www.statisticssolutions.com/</a>                                                                                     |
| 2                    | <a href="https://www.ibm.com/docs/en/spss-statistics/25.0.0?topic=edition-core-features">https://www.ibm.com/docs/en/spss-statistics/25.0.0?topic=edition-core-features</a> |
| 3                    | <a href="https://www.scanmyessay.com/">https://www.scanmyessay.com/</a>                                                                                                     |

**MOOCs:**

| Resources No. | Website address                                  |
|---------------|--------------------------------------------------|
| 1             | <a href="http://swayam.gov.in">swayam.gov.in</a> |
| 2             | <a href="http://edx.org">edx.org</a>             |

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| Programme: BBA CBCS– Revised Syllabus w.e.f.-Year2023 – 2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                               |                          |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Course Code                                                                                                                                                                                                                                                                                                                   | Course Title             |       |
| VIII                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | R-803                                                                                                                                                                                                                                                                                                                         | Data Visualization Tools |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Credits                                                                                                                                                                                                                                                                                                                       | Evaluation               | Marks |
| SEC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 03                                                                                                                                                                                                                                                                                                                            | IA                       | 100   |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                               |                          |       |
| <ul style="list-style-type: none"> <li>Understand the Significance of Data Visualization</li> <li>Develop Proficiency in Power BI, Tableau, and Google Data Studio</li> <li>Apply Best Practices in Data Visualization</li> <li>Integrate Data Visualization into Business Processes</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                               |                          |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                               |                          |       |
| <p>After completing the course the students shall be able to</p> <p>CO1: Students will be able to create diverse visualizations using Power BI, Tableau, and Google Data Studio to effectively represent different types of data.</p> <p>CO2: Students will demonstrate proficiency in utilizing three widely used data visualization tools, namely Power BI, Tableau, and Google Data Studio.</p> <p>CO3: Students will apply best practices in data visualization to design visually appealing and informative dashboards, ensuring clear communication of data-driven insights.</p> <p>CO4: Students will integrate visualizations into business processes, incorporating data visualization tools seamlessly into workflows for enhanced decision-making.</p> |                                                                                                                                                                                                                                                                                                                               |                          |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Sub Unit                                                                                                                                                                                                                                                                                                                      |                          |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Introduction to Data Visualization <ul style="list-style-type: none"> <li>Overview of Data Visualization</li> <li>Importance of Visualization in Business</li> <li>Types of Data Visualizations</li> <li>Basic Principles of Effective Data Visualization</li> </ul>                                                          |                          |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Microsoft Power BI <ul style="list-style-type: none"> <li>Introduction to Power BI</li> <li>Connecting to Data Sources</li> <li>Creating Basic Visualizations (Charts, Tables, Maps)</li> <li>Advanced Power BI Features (Drill-downs, Filters)</li> <li>Dashboard Creation and Sharing</li> </ul>                            |                          |       |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Tableau <ul style="list-style-type: none"> <li>Overview of Tableau</li> <li>Connecting to Data in Tableau</li> <li>Building Visualizations with Tableau Desktop</li> <li>Interactivity and Storytelling in Tableau</li> <li>Integrating Tableau into Business Processes</li> </ul>                                            |                          |       |
| 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Google Data Studio <ul style="list-style-type: none"> <li>Introduction to Google Data Studio</li> <li>Connecting and Transforming Data</li> <li>Creating Interactive Reports and Dashboards</li> <li>Collaboration and Sharing in Google Data Studio</li> <li>Integrating Google Data Studio with Google Analytics</li> </ul> |                          |       |

|   |                                                                                                                                                                                                                                                                                                                                                        |
|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 5 | <b>Advanced Data Visualization Techniques</b> <ul style="list-style-type: none"> <li>• Best Practices in Data Visualization</li> <li>• Design Principles for Effective Dashboards</li> <li>• Real-time Data Visualization</li> <li>• Case Studies: Successful Data Visualization in Business</li> <li>• Future Trends in Data Visualization</li> </ul> |
|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

### Reference Books:

| Sr. No. | Name of the Author    | Title of the Book                                                               | Year Edition | Publisher Company      |
|---------|-----------------------|---------------------------------------------------------------------------------|--------------|------------------------|
| 1       | Andy Kirk             | "Data Visualization: A Handbook for Data Driven Design"                         | 2nd (2019)   | Wiley                  |
| 2       | Alberto Cairo         | "The Truthful Art: Data, Charts, and Maps for Communication"                    | 2nd (2019)   | New Riders             |
| 3       | Stephen Few           | "Show Me the Numbers: Designing Tables and Graphs to Enlighten"                 | 2nd (2012)   | Analytics Press        |
| 4       | Cole Nussbaumer Knafl | "Storytelling with Data: A Data Visualization Guide for Business Professionals" | 1st (2015)   | Wiley                  |
| 5       | Nathan Yau            | "Data Points: Visualization That Means Something"                               | 1st (2013)   | Wiley                  |
| 6       | Hadley Wickham        | "ggplot2: Elegant Graphics for Data Analysis"                                   | 3rd (2016)   | Springer International |
| 7       | Tamara Munzner        | "Visualization Analysis and Design"                                             | 1st (2014)   | CRC Press              |

### Online Resources:

| Online Resources No. | Web site address                                                                                                                  |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| 1                    | <a href="http://public.tableau.com/en-us/s/gallery">http://public.tableau.com/en-us/s/gallery</a>                                 |
| 2                    | <a href="http://docs.microsoft.com/en-us/power-bi/guided-learning/">http://docs.microsoft.com/en-us/power-bi/guided-learning/</a> |
| 3                    | <a href="http://support.google.com/datastudio/">http://support.google.com/datastudio/</a>                                         |
| 4                    | <a href="http://d3js.org/">http://d3js.org/</a>                                                                                   |
| 5                    | <a href="http://www.datavisualizationsociety.com/">http://www.datavisualizationsociety.com/</a>                                   |
| 6                    | <a href="http://www.storytellingwithdata.com/blog">http://www.storytellingwithdata.com/blog</a>                                   |
| 7                    | <a href="http://www.coursera.org/learn/cs171">http://www.coursera.org/learn/cs171</a>                                             |
| 8                    | <a href="http://www.kaggle.com/datasets">http://www.kaggle.com/datasets</a>                                                       |

### MOOCs:

| Resources. | Web site address |
|------------|------------------|
| 1          | Swayam / NPTEL   |
| 2          | Coursera         |

**Reference Books**

| Sr.No.         | Name of the Author                                  | Title of the Book             | Year Edition | Publisher Company                   |
|----------------|-----------------------------------------------------|-------------------------------|--------------|-------------------------------------|
| 1National      | O R Krishnaswami,<br>M Ranganatham<br>P N Harikuamr | Research Methodology          | 2018         | Himalaya Publishing House Pvt. Ltd. |
| 2International | Louis Cohen<br>Lawrence Manion<br>Keith Morrison    | Research Methods in Education | 2017         | Taylor & Francis                    |
| 3National      | Donald R Cooper,<br>Pamela S Schindler              | Business Research Methods     | 2006         | McGraw Hill India                   |
| 4International | T N Srivastava ,<br>Shailaja Rego                   | Business Research Methodology | 2017         | McGraw Hill Education               |

**Online Resources**

| Online Resources No. | Website address                                                                                                                                                                                                 |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                    | <a href="https://initiatives.iitgn.ac.in/scientificwriting/scientific-writing-resources/">https://initiatives.iitgn.ac.in/scientificwriting/scientific-writing-resources/</a>                                   |
| 2                    | <a href="https://authorservices.wiley.com/author-resources/Journal-Authors/Prepare/writing-resources.html">https://authorservices.wiley.com/author-resources/Journal-Authors/Prepare/writing-resources.html</a> |
| 3                    | <a href="https://researchwriting.unl.edu/">https://researchwriting.unl.edu/</a>                                                                                                                                 |

**MOOCs:**

| Resources No. | Website address |
|---------------|-----------------|
| 1             | Alisons         |
| 2             | Swayam          |

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# BBA ELECTIVE / SPECIALIZATION

## ELECTIVE: Marketing Management

| Programme: BBA CBCS – Revised Syllabus w.e.f – 2023-2024                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                 |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                 | Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Course Title                    |       |
| V                                                                                                                                                                                                                                                                                                                                                                        | MK01                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Elective-I (Consumer Behaviour) |       |
| Prepared by:                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Dr. Kirti R. Kadam _ IMK        |       |
| Type                                                                                                                                                                                                                                                                                                                                                                     | Credits                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Evaluation                      | Marks |
| DSE                                                                                                                                                                                                                                                                                                                                                                      | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | IE :UE                          | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                 |       |
| <ul style="list-style-type: none"> <li>To understand the importance of Consumer Behaviour in the field of Marketing</li> <li>To study the environmental influences on the Consumer Behaviour</li> <li>To know the consumer and organizational buying decision making process</li> <li>To study consumer research and its utility in Marketing Decision Making</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                 |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                 |       |
| CO1: Understand the consumer's attitude towards a particular product / service in a better manner.<br>CO2: Use the factors that influence the consumer's buying behavior in determining the marketing mix strategies.<br>CO3: Identify new market segments to cater to their needs. CO4: Design effective marketing strategies                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                 |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                     | Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                 |       |
| 1                                                                                                                                                                                                                                                                                                                                                                        | <b>INTRODUCTION</b><br>Meaning and definition of consumer behaviors. Meaning of customer, buying role in consumer behavior- initiator, influencer, decider, buyer and user                                                                                                                                                                                                                                                                                                                                                                     |                                 |       |
| 2                                                                                                                                                                                                                                                                                                                                                                        | <b>Individual Determinants of Consumer Behavior - Decisions Motivation &amp; Involvement:</b> Types of Buying Motives, Motive Hierarchy, Dimensions of Involvement<br><b>Personality &amp; Self Concept:</b> Meaning of Personality, Influence on Purchase<br><b>Learning &amp; Memory:</b> Meaning & Principal Elements of Learning, Characteristics of Memory Systems, <b>Recall Attitudes:</b> Meaning & Characteristics, Strategies for Changing Attitudes<br><b>Consumer Attitude</b> – meaning of attitude, characteristics of attitude. |                                 |       |
| 3                                                                                                                                                                                                                                                                                                                                                                        | <b>External determinants of consumer behavior:</b> Culture influence, subculture influence, personal influence, social class & reference group influence,                                                                                                                                                                                                                                                                                                                                                                                      |                                 |       |
| 4                                                                                                                                                                                                                                                                                                                                                                        | <b>Consumers' Buying Decision Making Process:</b> Consumer Satisfaction, Dissatisfaction, Customer Delight, Consumer Complaint Behaviour and Post-Purchase Dissonance. Types of Buying Behaviour: Complex, Extensive, Dissonance Consumer buying Vs. Organizational buying. Consumer Behaviour Models Howard Sheth Model, Nicosia model                                                                                                                                                                                                        |                                 |       |
| 5                                                                                                                                                                                                                                                                                                                                                                        | <b>Diffusion of innovation:</b> meaning and definition, diffusion process. The adoption process.                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                 |       |

**Reference Books:**

| Sr. No | Name of the Author                          | Title of the Book                    | Year Addition | Publisher Company |
|--------|---------------------------------------------|--------------------------------------|---------------|-------------------|
| 1      | David L. Loudon & Albert J. Della Bitta     | Consumer Behavior                    | 4th Edition   | Tata McGraw Hill  |
| 2      | Leon Schiffman, Leslie Kanuk, Ramesh Kumar, | Consumer Behavior                    | 10th Edition  | Pearson           |
| 3      | Henry Assae                                 | Consumer Behavior & Marketing Action |               | Thompson Learning |

**Online Resources:**

| Online Resources | Website address                                                                                                               |
|------------------|-------------------------------------------------------------------------------------------------------------------------------|
| 1                | <a href="https://onlinelibrary.wiley.com/journal/14791838">https://onlinelibrary.wiley.com/journal/14791838</a>               |
| 2                | <a href="https://www.westburn-publishers.com/journals/customer-b">https://www.westburn-publishers.com/journals/customer-b</a> |
| 3                | <a href="http://www.mheducation.com/hoghered/category.10366">www.mheducation.com/hoghered/category.10366</a>                  |

**MOOCs:**

| MOOCS | Website address                                                                                                                                                                                             |
|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1     | <a href="https://swayam.gov.in/course/3578-consumer-behaviour">https://swayam.gov.in/course/3578-consumer-behaviour</a>                                                                                     |
| 2     | <a href="https://alison.com/courses/applied-psychology-understanding-models-of-consumerbehavior/content">https://alison.com/courses/applied-psychology-understanding-models-of-consumerbehavior/content</a> |

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**ELECTIVE: Financial Management**

| Programme: BBA SEM V CBCS– Revised Syllabus w.e.f.-Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                   |                                              |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Course Code                                                                                                                                                                                                                                                                                                                                                                                       | Course Title                                 |       |
| V                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | FM01                                                                                                                                                                                                                                                                                                                                                                                              | Investment Analysis and Portfolio Management |       |
| Prepared by                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                   | Manjushri Kadam_IMK                          |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Credits                                                                                                                                                                                                                                                                                                                                                                                           | Evaluation                                   | Marks |
| DSE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 3                                                                                                                                                                                                                                                                                                                                                                                                 | IE: UE                                       | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                   |                                              |       |
| <ul style="list-style-type: none"> <li>Comprehensive Understanding of Capital Markets</li> <li>Analytical Skills for Investment Decision-Making</li> <li>Risk and Return Evaluation</li> <li>Portfolio Management Fundamentals</li> <li>Theoretical and Practical Aspects of Portfolio Management</li> </ul>                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                   |                                              |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                   |                                              |       |
| CO1: The student will understand the capital market and various Instruments for Investment.<br>CO2: The student will be able to analyse the Economy, Industry and Company framework for Investment Management.<br>CO3: The student will be able to measure the risk and return of stock or portfolio position. CO4: The student will understand Portfolio management framework<br>CO5: The student will learn the theories of Portfolio management and also the tools and techniques for efficient portfolio management |                                                                                                                                                                                                                                                                                                                                                                                                   |                                              |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Subunits                                                                                                                                                                                                                                                                                                                                                                                          |                                              |       |
| <b>1<br/>Securities Market: Primary and Secondary Market</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Securities Market- Meaning, Capital Market-Primary Market & Secondary Market, Its function and operations, Stock Exchange-BSE and NSE, Indices, SEBI:- Objective, Powers and Functions Concepts of Investment, Objectives of Investment, Various Alternatives of Investments, Investment Process, Financial Investments vs. Real Investments, Differentiate Investment, Speculation and Gambling. |                                              |       |
| <b>2<br/>Security Analysis :</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Fundamental Analysis: Economic Analysis, Industry Analysis, Company Analysis Technical Analysis: Basic Principles of Technical Analysis, Use of Charts : Line Chart, Bar Chart ,Candlestick Chart ,Moving Average Fundamental V/s Technical Analysis                                                                                                                                              |                                              |       |
| <b>3<br/>Risk-Return Relationship:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Meaning, Types of Risk –Systematic and Unsystematic Risk, Measurement of Beta, Standard Deviation, Variance. Practical Problems on Calculation of Standard Deviation, Variance and Beta.                                                                                                                                                                                                          |                                              |       |
| <b>4<br/>Portfolio Management</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Meaning and Concept, Process of Portfolio Management, Objectives, Factors affecting Investment Decision in Portfolio Management                                                                                                                                                                                                                                                                   |                                              |       |

|                                                      |                                                                                                                                                                                                                                                                                                                                                     |
|------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>5<br/>Portfolio<br/>Theories &amp;<br/>Models</b> | CAPM – Fundamental Notions of Portfolio Theory, Assumption of CAPM, Efficient Frontier with Riskless Lending and Borrowing, Capital Market Line, Security Market Line and Pricing of Securities with CAPM. B) Arbitrage Pricing Theory (APT) – The Return Generating Model, Factors Affecting Stock Return, Expected Return on Stock, APT V/s CAPM. |
|------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**Reference Books:**

| Sr. No. | Name of the Author                                        | Title of the Book                                                 | Year Edition                                    | Publisher Company           |
|---------|-----------------------------------------------------------|-------------------------------------------------------------------|-------------------------------------------------|-----------------------------|
| 1       | E. Fischer Donald , J. Jordan Ronald , K. Pradhan Ashwini | Security Analysis Portfolio                                       | Pearson 2018, Education 7 <sup>th</sup> edition | Pearson Education           |
| 2       | Prasanna Chandra                                          | Investment Analysis and Portfolio Management                      | 2012, 4th Edition                               | Tata McGraw Hill, New Delhi |
| 3       | Bhalla, V.K.                                              | Investment Management: Security Analysis and Portfolio Management | 2010, 17th Edition                              | S.Chand& Sons,              |
| 4       | Avadhani V A                                              | Investment Analysis and Portfolio Management                      | 2016, 10th Edition                              | Himalaya Publishing House   |
| 5       | Sharpe, W.F., Alexander, G.J. & Bailey, J                 | Investment Analysis                                               | 2017,(6th edition),                             | Prentice Hall of India.     |

**Online Resources:**

| Online Resources No. | Web site address                                                        |
|----------------------|-------------------------------------------------------------------------|
| 1                    | <a href="https://www.nseindia.com">https://www.nseindia.com</a>         |
| 2                    | <a href="https://www.moneycontrol.com">https://www.moneycontrol.com</a> |
| 3                    | <a href="https://www.rbi.org.in">https://www.rbi.org.in</a>             |
| 4                    | <a href="https://www.investopedia.com">https://www.investopedia.com</a> |
| 5                    | <a href="https://www.nseindia.com">https://www.nseindia.com</a>         |

**MOOCs:**

| Sources | Web site address                                                                            |
|---------|---------------------------------------------------------------------------------------------|
| 1       | <a href="https://swayam.gov.in">https://swayam.gov.in</a>                                   |
| 2       | <a href="https://www.edx.org">https://www.edx.org</a>                                       |
| 3       | <a href="https://alison.com/certificate-courses">https://alison.com/certificate-courses</a> |



**ELECTIVE: Human Resource Management**

| Programme: BBA CBCS – Revised Syllabus w.e.f. – 2023-2024                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                |                          |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|-------|
| Semester                                                                                                                                               | Course Code                                                                                                                                                                                                                                                                                                                                                                                    | Course Title             |       |
| V                                                                                                                                                      | HR E (01)                                                                                                                                                                                                                                                                                                                                                                                      | Training and Development |       |
| Prepared By                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                | Dr. Pravin Mane_IMED     |       |
| Type                                                                                                                                                   | Credits                                                                                                                                                                                                                                                                                                                                                                                        | Evaluation               | Marks |
| DSE                                                                                                                                                    | 3                                                                                                                                                                                                                                                                                                                                                                                              | IE: UE                   | 30:70 |
| <b>Course Objectives:</b>                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                |                          |       |
| Objectives of the course:                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                |                          |       |
| 1. To familiarize the students with the concept and practice of Training and Development and its role in modern management.                            |                                                                                                                                                                                                                                                                                                                                                                                                |                          |       |
| 2. To understand the various methods and applications of Training and Development                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                |                          |       |
| <b>Course Outcomes:</b>                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                |                          |       |
| Students will be able to design, implement, and evaluate training programs effectively to enhance organizational performance and employee development. |                                                                                                                                                                                                                                                                                                                                                                                                |                          |       |
| Unit                                                                                                                                                   | Sub Unit                                                                                                                                                                                                                                                                                                                                                                                       |                          |       |
| 1                                                                                                                                                      | Concept of training, terms – education Knowledge, Skills, attitudes, need of training, importance, objectives of training, ADDIE model, Principles of training, concept of executive development: Objectives, importance, Process of executive development                                                                                                                                     |                          |       |
| 2                                                                                                                                                      | Training needs analysis (TNA): Meaning and purpose of TNA, TNA at different levels, Process of TNA, output of TNA, setting training objectives, Learning theories – Reinforcement, Social learning, expectancy theory, goal theory                                                                                                                                                             |                          |       |
| 3                                                                                                                                                      | Training and Development methods : On-the- Job & Off-the-job, job instructions training, apprenticeship, internship, demonstrations, self-directed learning, coaching, job rotation, project assignment, simulation methods, lectures, case studies, group discussion, conferences, role playing, management games, in basket exercise, sensitivity training, vestibule training, e- training. |                          |       |
| 4                                                                                                                                                      | Designing training programme – considerations in designing effective training programs selection of trainers, criteria of selection of methods, selecting and preparing the training site, training material & aids, use of technology in training                                                                                                                                             |                          |       |
| 5                                                                                                                                                      | Evaluation of training – Need for evaluating training, Kirkpatrick evaluation criteria – reactions, learning, behavior, results, ROI, Cost-benefits analysis                                                                                                                                                                                                                                   |                          |       |

**Reference Books:**

| Sr. No. | Name of the Author                                                                 | Title of the Book                                       | Publisher Company                    |
|---------|------------------------------------------------------------------------------------|---------------------------------------------------------|--------------------------------------|
| 1       | Noe, Raymond A., and Amitabh DeoKodwani                                            | Employee Training and Development                       | Tata McGraw Hill.                    |
| 2       | Blanchard, P. Nick, James W. Thacker and V. Anand Ram, Prior, John, Handbook of t, | Effective Training: Systems, Strategies, and Practices, | Dorling Kindersley (India) Pvt. Ltd. |
| 3       | Prior, John,                                                                       | Handbook of Training and Development                    | Jaico Publishing House, Bombay       |

**Online Resources:**

| Resources No. | Web site address                                                                                                                                                                                                                                                                                                                                        |
|---------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1             | <a href="https://www.researchgate.net/profile/J_Ford/publication/209409925_Transfer_of_Training_A_Review_and_Directions_for_Future_Research/links/565da94908aef619b266a51.pdf">https://www.researchgate.net/profile/J_Ford/publication/209409925_Transfer_of_Training_A_Review_and_Directions_for_Future_Research/links/565da94908aef619b266a51.pdf</a> |

**MOOCs:**

| No. | Web site address                                         |
|-----|----------------------------------------------------------|
| 1   | Diploma in Workplace Safety & Health (Advance Learning). |
| 2   | Human Resources (Open2Study).                            |
| 3   | Preparing to Manage Human Resources (Coursera)           |

**ELECTIVE: International Business Management**

| <b>Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023–2024</b>                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                 |                                                     |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|--------------|
| <b>Semester</b>                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Course Code</b>                                                                                                                                                                                              | <b>Course Title</b>                                 |              |
| <b>V</b>                                                                                                                                                                                                                                                                                                                                                                                                          | <b>IB01</b>                                                                                                                                                                                                     | <b>Regulatory Aspects of International Business</b> |              |
| <b>Type of Course</b>                                                                                                                                                                                                                                                                                                                                                                                             | <b>Credits</b>                                                                                                                                                                                                  | <b>Evaluation</b>                                   | <b>Marks</b> |
| <b>DSE</b>                                                                                                                                                                                                                                                                                                                                                                                                        | <b>3</b>                                                                                                                                                                                                        | <b>IE:UE</b>                                        | <b>30:70</b> |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                 |                                                     |              |
| <ul style="list-style-type: none"> <li>To equip students with a thorough understanding of the legal, regulatory, and monetary aspects of international business transactions.</li> <li>To develop analytical skills in applying legal frameworks to cross-border trade scenarios.</li> <li>To enhance students' awareness of the Indian regulatory landscape in the context of international business.</li> </ul> |                                                                                                                                                                                                                 |                                                     |              |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                 |                                                     |              |
| <p>After completing the course the students shall be able to</p> <p>CO1: Analyzing and Navigating Legal and Regulatory Challenges</p> <p>CO2: Comprehensive Understanding of Monetary Systems and Agreements</p> <p>CO3: Application of Knowledge to Real-World Scenarios.</p>                                                                                                                                    |                                                                                                                                                                                                                 |                                                     |              |
| <b>Unit</b>                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Sub Unit</b>                                                                                                                                                                                                 |                                                     |              |
| <b>1<br/>Introduction</b>                                                                                                                                                                                                                                                                                                                                                                                         | International Business Transactions – International Law – Nature, its Importance, Types of International Law, Choice of Law, Conflict of Laws                                                                   |                                                     |              |
| <b>2<br/>Framework of Statutes Governing Cross - Border Trade</b>                                                                                                                                                                                                                                                                                                                                                 | Framework of Statutes that govern cross border trade, Statutes framed by country of origin of transaction & International Guidelines                                                                            |                                                     |              |
| <b>3<br/>Inter national Banking</b>                                                                                                                                                                                                                                                                                                                                                                               | Regulation of International Banking, High Financial gearing, BCCI International affair, Bank for International Settlement                                                                                       |                                                     |              |
| <b>4<br/>Monetary System Regulations</b>                                                                                                                                                                                                                                                                                                                                                                          | Regulation of Monetary System, Period between wars, Bretton Woods, Euro, Smithsonian Agreement, Regulatory Arbitrage, Currency Board                                                                            |                                                     |              |
| <b>5<br/>India n Scenario: Regulation and Deregulation</b>                                                                                                                                                                                                                                                                                                                                                        | Indian Scenario – Process of Regulation & Deregulation, Exchange Control Manual, An Introduction to FEMA, FEDAI Role & Rules, UCPDC – ICC Publication, URC – ICC Publication Important Clauses & Interpretation |                                                     |              |

**Reference Books:**

| Sr. No. | Name of the Author | Title of the Book                                               | Year Edition | Publisher Company                  |
|---------|--------------------|-----------------------------------------------------------------|--------------|------------------------------------|
| 1       | John Braithwaite   | Global Business Regulations                                     | 2000         | Cambridge University Press         |
| 2       | Wolters Kluwer     | Legal & Ethical Aspects of International                        | 2014         | Wolters Kluwer Law & Business      |
| 3       | Eric L. Richards   | Regulatory requirements under FEMA 1999 VolII FEDAI Publication | 2008         | FEDAI Publications, Govt. of India |

**Online Resources:**

| Online Resources No. | Web site address                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                    | <a href="http://www.ipindia.nic.in/">http://www.ipindia.nic.in/</a>                                                                                                                                                                                                                                                                                                                                                                                                         |
| 2                    | <a href="https://udyamregistration.gov.in/docs/nic_2008_17apr09.pdf">https://udyamregistration.gov.in/docs/nic_2008_17apr09.pdf</a>                                                                                                                                                                                                                                                                                                                                         |
| 3                    | <a href="https://dgft.gov.in/CP/">https://dgft.gov.in/CP/</a>                                                                                                                                                                                                                                                                                                                                                                                                               |
| 4                    | <a href="https://www.trademap.org/">https://www.trademap.org/</a>                                                                                                                                                                                                                                                                                                                                                                                                           |
| 5                    | <a href="https://www.google.co.in/books/edition/International_Banking_Legal_Regulatory_A/IhYsJqiKj8EC?hl=en&amp;gbpv=1&amp;dq=regulatory%2Baspects%2Bof%2Binternational%2B%2Bbusiness%2Bbooks%2Bindian%2Bauthor&amp;printsec=frontcover">https://www.google.co.in/books/edition/International_Banking_Legal_Regulatory_A/IhYsJqiKj8EC?hl=en&amp;gbpv=1&amp;dq=regulatory%2Baspects%2Bof%2Binternational%2B%2Bbusiness%2Bbooks%2Bindian%2Bauthor&amp;printsec=frontcover</a> |

**MOOCs:**

| sources. | Web site address                                                                                          |
|----------|-----------------------------------------------------------------------------------------------------------|
| 1        | <a href="https://www.edx.org/learn/international-trade">https://www.edx.org/learn/international-trade</a> |
| 2        | <a href="http://www.openlearning.com/courses/GFML3073/">http://www.openlearning.com/courses/GFML3073/</a> |

**Elective: Production and Operations Management**

| Programme: BBA CBCS – Revised Syllabus w.e.f. – 2023-2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                   |                           |       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Course Code                                                                                                                                                                                       | Course Title              |       |
| V                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | PM 01                                                                                                                                                                                             | Quality Management        |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                   | Dr. Gandhali Kharge _IMED |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Credits                                                                                                                                                                                           | Evaluation                | Marks |
| DSE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 3                                                                                                                                                                                                 | IE:UE                     | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                   |                           |       |
| <ul style="list-style-type: none"> <li>To understand basic concepts of Quality Management.</li> <li>To recognize and relate customer satisfaction with Quality parameters of product and services.</li> <li>To analyse various Quality Tools and Techniques for choosing appropriate tool.</li> <li>To design strategy for customer satisfaction through Total Quality Management.</li> <li>To evaluate suitable quality standard system and design implementation strategy.</li> </ul>                                                                                            |                                                                                                                                                                                                   |                           |       |
| <b>Course Outcomes: (CO)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                   |                           |       |
| <p>Through learning this course students will be able</p> <p>CO1: To understand basic concept of quality management and know the importance of it.</p> <p>CO2: To examine the impact of quality parameters on customer satisfaction.</p> <p>CO3: To understand the various tools and techniques of use of those in industry.</p> <p>CO4: To design the quality management strategy.</p> <p>CO5: To understand the criteria for various national and international quality awards and certifications. Further students can evaluate suitable standards of quality for industry.</p> |                                                                                                                                                                                                   |                           |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Contents                                                                                                                                                                                          |                           |       |
| <b>1<br/>Introduction to Quality Management:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Basic Concepts: Definition of Quality, Dimensions of Quality, Quality Objectives, Evolution of Quality Management, Quality Control Vs Quality Assurance, Cost of Quality and Cost of Poor Quality |                           |       |
| <b>2<br/>Customer focused Quality:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Importance of Customer Satisfaction, Customer driven Quality Cycle, ACSI Model, Kano's Model, SERVQUAL Model                                                                                      |                           |       |
| <b>3<br/>Total Quality Management Tools:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Juran's Trilogy, PDCA Cycle, 5S, Quality Function Deployment (QFD), Poka- Yoke, KAIZEN                                                                                                            |                           |       |
| <b>4<br/>Six Sigma:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Features of Six Sigma, Goals of Six Sigma, DEMAIC, Six Sigma Implementation                                                                                                                       |                           |       |

|                                                                   |                                                                                                                                                                                          |
|-------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>5<br/>Quality<br/>Awards<br/>and<br/>Quality<br/>Standards</b> | Quality Awards: Categories and Criteria for-Juran Award, Malcolm Baldrige Award, Deming Prize, Rajiv Gandhi National Quality Award<br>Quality Standards: ISO9001:2015, ISO14000, TS16949 |
|-------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**Reference Books:**

| Sr. No. | Name of the Author | Title of the Book                                           | Year Edition | Publisher Company                       |
|---------|--------------------|-------------------------------------------------------------|--------------|-----------------------------------------|
| 1       | P. N. Mukherjee    | Total Quality Management                                    | 2006         | PHI Learning Pvt. Ltd.                  |
| 2       | Gopalkrishnan N.   | Simplified Six Sigma: Methodology, Tools and Implementation | 2012         | PHI Learning Pvt. Ltd.                  |
| 3       | N. Logothetis      | Managing for Total Quality                                  |              | Prentice Hall; International Ed Edition |

**Online Resources:**

| Online Resources | Website address                                                                                           |
|------------------|-----------------------------------------------------------------------------------------------------------|
| 1                | <a href="https://isoupdate.com/standards/iso-ts-16949/">https://isoupdate.com/standards/iso-ts-16949/</a> |
| 2                | <a href="https://www.iso.org">https://www.iso.org</a>                                                     |
| 3                | <a href="https://www.6sigma.us/six-sigma.php">https://www.6sigma.us/six-sigma.php</a>                     |

**MOOCs:**

| MOOCs | Website address                                        |
|-------|--------------------------------------------------------|
| 1     | <a href="http://www.swayam.gov">www.swayam.gov</a>     |
| 2     | <a href="http://www.udemy.com">www.udemy.com</a>       |
| 3     | <a href="http://www.coursera.com">www.coursera.com</a> |

**ELECTIVE: Information Technology Management**

| Programme: BBA CBCS – Revised Syllabus w.e.f. – 2023-2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                          |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Course Title             |       |
| V                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | IT 01                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | System Analysis & Design |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Dr. Shabnam Mahat_AKIMS  |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Credits                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Evaluation               | Marks |
| DSE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | IE:UE                    | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                          |       |
| <ul style="list-style-type: none"> <li>The objective of this course is to provide adequate understanding of systems concept, system analysis, and systems design, which would help them in having efficient and workable information system for management.</li> <li>To provide an understanding of the role of system analysis and design within various systems development stages.</li> <li>To understand the activities of the management and systems analyst, and in the overall development of system.</li> </ul> <p>To develop an understanding of how to migrate old data within newly developed system with the help of various techniques.</p> <ul style="list-style-type: none"> <li>Working in a group which carried out a system development projects.</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                          |       |
| <b>Course Outcomes: (CO)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                          |       |
| <p>Upon completion of this course, the students will be able to</p> <p>CO1: Understand an information system and the system development life cycle.</p> <p>CO2: To convert system requirements into technical specification.</p> <p>CO3: To develop creative approaches that might be taken to systems design.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                          |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                          |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <p><b>System Concepts:</b> Introduction, Characteristics of System, Elements of System, Types of System: Physical and Abstract System, Open and Closed Systems, Man-made Systems; etc. Information systems: TPS, OAS, MIS, DSS, ESS;</p> <p><b>System Analyst:</b> Role and need of system analyst, System Analyst as an agent of change. Role of Software development firms SAP, ORACLE, BAAN, PEOPLESOFT, MICROSOFT and GOOGLE in providing ERP and Business Intelligent Software/System</p> |                          |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <p>System Development Life Cycle Introduction to SDLC, Various phases: analysis, design, development, testing, implementation, maintenance; System documentation: Types of documentation and their importance. SDLC model : Waterfall Model, <u>RAD Model</u> <u>Spiral Model</u>, <u>Agile Model</u>, <u>Prototype Model</u>, <u>Big bang model</u></p>                                                                                                                                       |                          |       |

|   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 3 | <p><b>System Planning and Feasibility Study :</b> Initial Investigations, Identification of user needs, Project Identification and Selection; Needs of Information Gathering, Determination of requirements, Information gathering tools: interviews, group communication, questionnaires, presentations and site visits.</p> <p><b>Feasibility Study:</b> Importance of Feasibility Study, Analysis Various Consideration while conducting Feasibility Study Steps of Conducting Feasibility Study, Types of feasibility study,</p> |
| 4 | <p><b>Cost-Benefit Analysis:</b> Tools and Techniques. Prepare System Development Planning and Feasibility report for any organization.</p> <p><b>Tools for System Analysis:</b> Data Flow Diagram (DFD), Logical and Physical DFDs, Developing DFD; System Flowcharts and Structured charts, Structured English, Decision trees and Decision tables</p>                                                                                                                                                                             |
| 5 | <p><b>System Design:</b> Module specifications, Module Coupling and cohesion, Top-down and bottom-up design; Logical and Physical design, Structured design.</p> <p><b>Input design:</b> Input data, Input media and devices;</p> <p><b>Output design:</b> Form Design: Classification of forms, Requirements of Form design.</p>                                                                                                                                                                                                    |

#### Reference Books:

| Sr. No. | Name of the Author                                            | Title of the Book                                                    | Year Addition       | Publisher Company           |
|---------|---------------------------------------------------------------|----------------------------------------------------------------------|---------------------|-----------------------------|
| 1       | Avison, D. and Fitzgerald, G.                                 | Information systems development: methodologies, techniques and tools |                     | McGraw-Hill                 |
| 2       | Elias M Awad                                                  | System Analysis and Design                                           | Second Edition      | Elisa M. Award              |
| 3       | Silver and Silver                                             | System Analysis and Design,                                          |                     | Addison Wesley              |
| 4       | R Hawryszkiewicz                                              | roduction to System Analysis and Design                              | 2000, 5th edition   | Pearson Education Australia |
| 5       | ry B. Shelly<br>Thomas J.<br>Cashman , Harry<br>J. Rosenblatt | tems Analysis and Design,                                            | 2003, Fifth Edition | Course Technology           |



**Online Resources:**

| Online Resources | Website address                                                                                                                                                                                                                                     |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                | <a href="https://www.auhd.edu.ye/upfiles/elibrary/Azal2020-01-22-12-35-12-90529.pdf">https://www.auhd.edu.ye/upfiles/elibrary/Azal2020-01-22-12-35-12-90529.pdf</a>                                                                                 |
| 2                | <a href="https://bdebooks.com/books/system-analysis-and-design-6672-by-bteb-books/">https://bdebooks.com/books/system-analysis-and-design-6672-by-bteb-books/</a>                                                                                   |
| 3                | <a href="https://www.academia.edu/35406925/System_Analysis_And_Design_pdf">https://www.academia.edu/35406925/System_Analysis_And_Design_pdf</a>                                                                                                     |
| 4                | <a href="http://projanco.com/Library/Systems%20Analysis%20and%20Design-An%20ObjectOriented%20Approach%20with%20UML-2015.pdf">http://projanco.com/Library/Systems%20Analysis%20and%20Design-An%20ObjectOriented%20Approach%20with%20UML-2015.pdf</a> |

**MOOCs:**

| MOOCS | Website address                                                   |
|-------|-------------------------------------------------------------------|
| 1     | <a href="https://swayam.gov.in/">https://swayam.gov.in/</a>       |
| 2     | <a href="https://www.coursera.org/">https://www.coursera.org/</a> |

**ELECTIVE: Agribusiness Management**

| Programme: BBA CBCS – Revised Syllabus w.e.f.-Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                         |       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Course Title            |       |
| V                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | AM01                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Rural Marketing         |       |
| Prepared by                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Dr.Sanjay Manocha_BVIMR |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Credits                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Evaluation              | Marks |
| DSE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | IE: UE                  | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                         |       |
| <ul style="list-style-type: none"> <li>• Create a solid foundation of knowledge for rural marketing fundamentals.</li> <li>• Critically appraise the existing literature related to the rural marketing environment, both nationally and globally.</li> <li>• Develop an increased awareness for rural marketing in promoting products.</li> <li>• Develop the ability for understanding and appreciating the innovations being made for rural markets.</li> <li>• Develop a product's rural marketing campaign.</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                         |       |
| <b>Course Outcomes: (CO)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                         |       |
| CO1: To understand Rural Market & rural customer.<br>CO2: Able to understand the fundamentals of rural marketing.<br>CO3: To understand the marketing mix in promoting products in rural markets. CO4;<br>To understand the technological advancements being made for rural markets<br>CO5: Learn to apply knowledge developing marketing campaign for promoting products in rural markets                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                         |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                         |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Rural Consumer, Characteristics of Rural Consumers, Rural Consumer Behavior, Factors Affecting Rural Consumer Behavior, Rural Market Profile: Segmenting the Rural Market, Targeting and Positioning.                                                                                                                                                                                                                                                                                                                                                                 |                         |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Indian rural market definition, nature, size, and scope, Significance of Rural Marketing -- Factors contributing to Growth of rural markets --- Components and classification of Rural markets, Rural demand, purchasing attributes, Rural marketing environment and Problems in rural marketing.                                                                                                                                                                                                                                                                     |                         |       |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Marketing Mix in Rural Markets: Product, its significance, Concept and Product Mix Decisions, Pricing Strategy: Objectives, Policies and Strategies, Promotion: Advertising, Sales Promotions Communication in Rural marketing, language and Culture Distribution Strategies, Channels of Distribution, Role of Co-operative, Government, Financial Institutions, Public Sector Undertakings, Regulated Markets and Public Distribution Systems. Success stories of Agripreneurs like Pramod Gautam, Sachin Kale, Harish Dhandev, Vishwanath Bobade, Rajiv Bittu etc. |                         |       |
| 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Innovation in Rural Markets: Its Importance and Initiatives, The intervention of IT in Rural Markets: Importance, Recent Innovation in marketing and distribution in Rural India (Research writings)                                                                                                                                                                                                                                                                                                                                                                  |                         |       |

|   |                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 5 | Communication Challenges in Rural Areas Creating an effective profile of the target audience, deciding on communication goals, preparing the message, picking the channels to use for communication, and choosing the mix of promotions, Developing marketing materials for rural audiences mass media, alternativemedia, individualised media, rural media, media innovation, and the impact of consumer behaviour on communication methods. |
|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**Reference books:**

| S.no | Name of the Author                                                                | Title of the Book                                           | Year Addition | Publisher Company                               |
|------|-----------------------------------------------------------------------------------|-------------------------------------------------------------|---------------|-------------------------------------------------|
| 1    | R.V. Badi, N.V.Badi                                                               | Rural Marketing                                             | 2017          | Himalaya publishing house                       |
| 2    | Balram Dogra,<br><u>Karminder Ghuman</u>                                          | Rural Marketing: Concepts and Practices                     | 2010          | Tata McGraw Hill Education Pvt Limited          |
| 3    | C. S. G. Krishnamacharyulu                                                        | <u>Rural Marketing : Text And Cases 2nd Edn</u>             | 2010          | Pearson Education India                         |
| 4    | <u>S. L. Gupta</u>                                                                | Rural Marketing : Text And Cases                            | 2004          | Wisdom Publications                             |
| 5    | <u>T P Gopalaswamy</u>                                                            | Rural Marketing - Environment, Problems and Strategies, 3/e | 2009          | Vikas Publishing House                          |
| 6    | <u>Debarun Chakraborty</u> ,<br><u>Soumya Kanti Dhara</u> , <u>Adrinil Santra</u> | Rural Marketing in India: Texts and Cases                   | 2021          | Atlantic Publishers                             |
| 7    | R.V. Rajan                                                                        | Don't Flirt with Rural Marketing                            | 2013          | Productivity and Quality Publishing Private Ltd |

**Online Resources:**

| Online Resources | Website address                                                                                                                                                                                                                                                                                                                                                             |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                | <a href="https://hbr.org/2016/12/how-unilever-reaches-rural-consumers-in-emerging-markets">https://hbr.org/2016/12/how-unilever-reaches-rural-consumers-in-emerging-markets</a>                                                                                                                                                                                             |
| 2                | <a href="https://www.researchgate.net/publication/361901564_Rural_Marketing_Problems_Strategies">https://www.researchgate.net/publication/361901564_Rural_Marketing_Problems_Strategies</a>                                                                                                                                                                                 |
| 3                | <a href="https://www.tutorialspoint.com/rural_marketing/rural_marketing_in_indian_economy.htm#:~:text=Rural%20marketing%20determines%20the%20carrier,from%20rural%20to%20urban%20areas.">https://www.tutorialspoint.com/rural_marketing/rural_marketing_in_indian_economy.htm#:~:text=Rural%20marketing%20determines%20the%20carrier,from%20rural%20to%20urban%20areas.</a> |
| 4                | <a href="https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3138396">https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3138396</a>                                                                                                                                                                                                                                       |

|   |                                                                                                                                                                                                |
|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 5 | <a href="https://www.researchpublish.com/upload/book/Era%20of%20Indian%20Rural%20Market-6880.pdf">https://www.researchpublish.com/upload/book/Era%20of%20Indian%20Rural%20 Market-6880.pdf</a> |
|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**MOOCs:**

| MOOCS | Website address                                                                                                                                                                                                                                                                                           |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1     | <a href="https://www.udemy.com/course/rural-marketing-promote-advertise-and-distribute/">https://www.udemy.com/course/rural-marketing-promote-advertise-and-distribute/</a>                                                                                                                               |
| 2     | <a href="https://www.edx.org/learn/environmental-science/world-bank-group-e-learning-on-digitalagriculture">https://www.edx.org/learn/environmental-science/world-bank-group-e-learning-on-digitalagriculture</a>                                                                                         |
| 3     | <a href="https://www.edx.org/learn/social-science/delft-university-of-technology-ruralizationcreating-opportunities-for-new-generations-in-rural-areas">https://www.edx.org/learn/social-science/delft-university-of-technology-ruralizationcreating-opportunities-for-new-generations-in-rural-areas</a> |
| 4     | <a href="https://www.mooc-list.com/course/ruralization-creating-new-opportunities-rural-areas-edx">https://www.mooc-list.com/course/ruralization-creating-new-opportunities-rural-areas-edx</a>                                                                                                           |
| 5     | <a href="https://www.futurelearn.com/courses/social-innovation-in-rural-areas">https://www.futurelearn.com/courses/social-innovation-in-rural-areas</a>                                                                                                                                                   |

**ELECTIVE: Retail Management**

| Programme: BBA CBCS – Revised Syllabus w.e.f. Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                           |       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Course Title              |       |
| V                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | RO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Introduction to Retailing |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Dr Evelina Brajesh Sahay  |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Credits                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Evaluation                | Marks |
| DSC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | IE:UE                     | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                           |       |
| <ul style="list-style-type: none"> <li>To provide a comprehensive understanding of the retail industry, including its significance in the global economy, evolution, and various components.</li> <li>To familiarize students with the fundamentals of retail management, including merchandising and marketing.</li> <li>To explore contemporary issues and trends in retailing, such as e-commerce, sustainability, and ethical considerations</li> <li>To prepare students for various career profiles in the retail sector and understand the requisite skills for each role.</li> </ul>                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                           |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                           |       |
| <p>CO1: Gain conceptual Understanding of Retailing and its key functions.</p> <p>CO2: Explain the significance of retailing in the global economy and apply the fundamental principles of retail management, merchandising, and marketing.</p> <p>CO3: Apply contemporary retail practices and strategies to real-world scenarios, demonstrating an understanding of issues like sustainability, Omni channel retailing, and technology trends.</p> <p>CO4: Analyse the impact of evolving trends in the retail industry, evaluating their effects on consumer behaviour, supply chain management, and the overall success of retail businesses.</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                           |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Sub Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                           |       |
| 1<br><b>Introduction to Retailing &amp; Retail Environment</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Definition and Scope of Retailing, Historical Evolution of Retailing, Evolution of Indian Retail, Organized vs. Unorganized Retail, Structure of Organized Retail, Importance of Retail to the Economy, Challenges Faced in Organized Retail, Growth prospects in Organized Retail, Understanding Retail Terminology, Major Retail Players in India & abroad.                                                                                                              |                           |       |
| 2<br><b>Formats &amp; Segments</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Formats & Segments Retail Formats (Hypermarkets, Supermarkets, Discount Stores, Convenience Stores, Department Stores Specialty Stores, E-Tailing, Malls etc.) ; Product Retail Segments (Consumer Durables, Home Appliances/equipment's, Professional Care Services, Pharmaceuticals, Food & Grocery, Books, Music & Gifts, Entertainment, Footwear etc.) ; Core Processes (Store Operations, Merchandising, Logistics, Marketing, Purchase, Corporate services & Others. |                           |       |

|                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                 |
|--------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 3<br><b>Understanding the Demand Drivers &amp; Success Factors</b> | Demand Drivers (Demographics, Increasing Purchasing Power, Increasing Participation of Women in the workforce, Penetration of Credit Tools (Debit / Credit Card) , Urbanization etc.); Success Factors (Efficient Supply Chains, Ability to penetrate rural market, Leveraging Technology, Customized solutions, Investing in retail brand (store brand), Customer Relationship Management etc. |
| 4<br><b>Contemporary Practices in Retail</b>                       | Omni channel Retailing, Sustainable Retailing, Technology Trends in Retail etc.                                                                                                                                                                                                                                                                                                                 |
| 5<br><b>Career Profiles</b>                                        | Organization Structure; Skills needed for various retail work profiles. (Sales Associates, Customer Service Representative, Store Manager, Department Manager, Category Manager Retail Manager, Brand Manager, Merchandisers, Store Manager etc.)                                                                                                                                               |

**Reference Books:**

| Sr. No. | Name of the Author                                       | Title of the Book                     | Year Addition | Publisher Company                                                                     |
|---------|----------------------------------------------------------|---------------------------------------|---------------|---------------------------------------------------------------------------------------|
| 1       | Chetan Bajaj,<br>Rajnish Tuli and Nidhi Varma Srivastava | Retail Management,                    | 2016          | Oxford University Press<br><b>ISBN-10</b> 0199467447<br><b>ISBN-13</b> 978-0199467440 |
| 2       | Swapna Pradhan                                           | Retailing Management - Text And Cases | 2012          | Mcgraw-Hill Education<br><b>SBN-10</b> 1259004910<br><b>ISBN-13</b> 978-1259004919    |
| 3       | Piyush Kumar Sinha and Dwarika Prasad Uniyal             | Managing Retailing                    | 2018          | Oxford University press, <b>ISBN:</b> 9780199488827                                   |

**Online Resources:**

| Online Resources | Website address                                                                                                                                                                               |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                | <a href="https://www.retaildogma.com/learn/">https://www.retaildogma.com/learn/</a>                                                                                                           |
| 2                | <a href="https://www.tutorialspoint.com/retail_management/retail_management_useful_resources.htm">https://www.tutorialspoint.com/retail_management/retail_management_useful_resources.htm</a> |
| 3                | <a href="https://www.smartsheet.com/retail-management-101">https://www.smartsheet.com/retail-management-101</a>                                                                               |

**MOOCs:**

| MOOCS | Website address                                                                                                                                                        |
|-------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1     | <a href="https://www.classcentral.com/course/wharton-retail-marketing-strategy-48077">https://www.classcentral.com/course/wharton-retail-marketing-strategy- 48077</a> |
| 2     | <a href="https://www.coursera.org/courses?query=retail">https://www.coursera.org/courses?query=retail</a>                                                              |
| 3     | <a href="https://www.open.edu/openlearn/free-courses/full-catalogue">https://www.open.edu/openlearn/free-courses/full-catalogue</a>                                    |

BV(DU) / CDOE

**ELECTIVE: Project Management**

| Programme: BBA CBCS–Revised Syllabus w.e.f.-Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                               |                         |       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Course Code                                                                                                                                                                                                                                                                                                                                                                                                   | Course Title            |       |
| V                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | PR01                                                                                                                                                                                                                                                                                                                                                                                                          | Project Risk Management |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                               | Dr. Rajita Dixit_CDOE   |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Credits                                                                                                                                                                                                                                                                                                                                                                                                       | Evaluation              | Marks |
| DSE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 3                                                                                                                                                                                                                                                                                                                                                                                                             | IE:UE                   | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                               |                         |       |
| <ul style="list-style-type: none"> <li>To understand how to apply customizable, industry-robust Templates to create a Risk Management Plan and Risk Register.</li> <li>To understand how to Use Qualitative Risk analysis process to Identify Risk Exposure.</li> <li>To understand how to Translate Risk into actual Time and Cost impact using proven Quantitative Risk Analysis Tools.</li> <li>To understand how to Utilize Technique to Design your Risk Response Strategies</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                                               |                         |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                               |                         |       |
| CO1: Understand the concepts and key terms related to Project Risk Management<br>CO2: Identify and measure risks in Project development that could impact the Project.<br>CO3: Conduct qualitative and quantitative risk analysis and create response strategies to manage and mitigate project risks effectively.<br>CO4: Create Risk Management Plan.                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                               |                         |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Sub units                                                                                                                                                                                                                                                                                                                                                                                                     |                         |       |
| <b>1</b><br><b>Introduction to Project Risk Management</b>                                                                                                                                                                                                                                                                                                                                                                                                                                   | Background to Risk Management, Definitions of Risk and key terms, Risk as threat and opportunity, Risk management policy and processes. Risk management responsibilities                                                                                                                                                                                                                                      |                         |       |
| <b>2</b><br><b>Risk Management Planning</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Risk Management Planning Process, Inputs to Risk Planning, Techniques for Risk Planning, Tailoring the Risk Register, Define Roles and Responsibilities, Develop Project Risk Management Plan                                                                                                                                                                                                                 |                         |       |
| <b>3</b><br><b>Identify Risks</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Risk identification process, Techniques in risk identification: Assumption Analysis, Constraint Analysis, checklists, brainstorming, interviews, SWOT analysis, Delphi techniques, use of historical data                                                                                                                                                                                                     |                         |       |
| <b>4</b><br><b>Risk Analysis</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Risk Analysis Process, Define Quantitative Risk Analysis: Probability distribution function, Monte Carlo analysis, correlation, decision tree, Qualitative risk analysis:<br>,Creating a risk breakdown structure for risk categorization<br>, analyzing projects risks for probability and impact, creating probability and impact matrix, prioritize risks, define risk register and updating risk register |                         |       |



|                                           |                                                                                                                                                                                                                                                             |
|-------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>5<br/>Planning Risk<br/>Response s</b> | Strategies for responding to threats<br>, : Strategies for responding to opportunities, Creating risk response for every project risk, identifying financial resources to support planned risks, documenting risk responses and updating the risk register. |
|-------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**Reference Books:**

| Sr. No. | Name of the Author | Title of the Book                      | Year Addition               | Publisher Company                       |
|---------|--------------------|----------------------------------------|-----------------------------|-----------------------------------------|
| 1       | Tom Kendrik        | Identifying and Managing Project Risk  | 3rd edition (16 April 2015) | AMACOM, United Kingdom                  |
| 2       | Michel Crouhy      | The Essentials of Risk Management      | 2nd Edition 2015            | McGraw-Hill Education; 2nd edition, USA |
| 3       | Yadav Manoj        | 101 Secrets of Project Risk Management | 1st Edition 2016            | Vitasta Publishing Pvt. Ltd             |

**MOOCs:**

| MOOCS | Website address                                                                                                                                                                                                                                                                                                                 |
|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1     | <a href="https://www.pmi.org/-/media/pmi/documents/public/pdf/certifications/practice-standard-project-risk-management.pdf?v=1e0b5985-74af-4c57-963c-b91a9af6fecb">https://www.pmi.org/-/media/pmi/documents/public/pdf/certifications/practice-standard-project-risk-management.pdf?v=1e0b5985-74af-4c57-963c-b91a9af6fecb</a> |
| 2     | <a href="https://www.edureka.co/blog/project-risk-management/">https://www.edureka.co/blog/project-risk-management/</a>                                                                                                                                                                                                         |
| 3     | <a href="https://www.oreilly.com/library/view/pmp-project-management/9780470479582/9780470479582_monitor_and_control_risks.html">https://www.oreilly.com/library/view/pmp-project-management/9780470479582/9780470479582_monitor_and_control_risks.html</a>                                                                     |

**ELECTIVE: Business Analytics Management**

| Programme: BBA CBCS – Revised Syllabus w.e.f. Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                  |                                   |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Course Code                                                                                                                                                                                                                                                                                                                                                      | Course Title                      |       |
| V                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | BA 01                                                                                                                                                                                                                                                                                                                                                            | Business Analytics for Managers   |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                  | Dr. Dhanashri Sahastrabudhe_IMRDA |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Credits                                                                                                                                                                                                                                                                                                                                                          | Evaluation                        | Marks |
| DSE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 3                                                                                                                                                                                                                                                                                                                                                                | IE:UE                             | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                  |                                   |       |
| <ul style="list-style-type: none"> <li>Understand the role of Business Analytics in various business management concepts, business activities and theories, as well as process of decision making in these activities.</li> <li>Understand different Information Technology Operations involved in Analytics Process.</li> <li>Design a Business Analytics model to be applied to a given business scenario.</li> <li>Understanding various sources of information, its quality and role in decision making in a business.</li> <li>Integrating Business Analytics Model and Strategies with various scenarios in business.</li> <li>Understanding role of business analyst in business.</li> <li>Understanding concept of Data Warehouse.</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                  |                                   |       |
| <b>Course Outcomes: (CO)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                  |                                   |       |
| <p>The student will be able to understand –</p> <p>CO1: Role of data / information in business decision making.</p> <p>CO2: Role and process of analytics in business decision making.</p> <p>CO3: Usage of Information Technology in business.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                  |                                   |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Contents                                                                                                                                                                                                                                                                                                                                                         |                                   |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>Business Analytics Model</b> - Overview of the Business Analytics Model – Strategy Creation, Business Processes and Information Use, Types of Reporting and Analytical Processes, Data Warehouse, Data Sources: IT Operations and Development Deployment of the Business Analytics Model, Case Study: How to Make an Information Strategy for a Radio Station |                                   |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>Business Analytics at the Strategic Level</b> - Link between Strategy and the Deployment of Business Analytics, Four Scenarios for Strategy and Business Analytics, Information to be Prioritized, The Product and Innovation Perspective, Customer Relations Perspective, The Operational Excellence Perspective                                             |                                   |       |

|   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|---|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 3 | <p><b>Development and Deployment of Information at the Functional Level</b> Case Study: A Trip to the Summerhouse- Specification of Requirements, Technical Support, Lead and Lag Information, Rock art Model, Example: Establishing New Business Processes with the Rock art Model with different levels, Optimizing Existing Business Processes with example, Concept of Performance Management, Customer Relationship Management Activities, Campaign Management, Product Development, Web Log Analyses, Pricing, Human Resource Development, Corporate Performance Management, Finance, Inventory Management, Supply Chain Management, Lean, A Catalogue of Ideas with Key Performance Indicators for the Company's Different Functions. <b>Sources of Data</b> – What Are Source Systems, and Uses of Data, Selecting proper information for task, Failure in Quality of data collected from different Sources of Data</p> |
| 4 | <p><b>Business Analytics at the Analytical Level</b>–Difference between Data, Information, and Knowledge, Analyst's Role in the Business Analytics Model, Three Requirements the Analyst Must Meet - Business Competencies, Tool Kit Must Be in Order (Method competencies), Technical Understanding (Data Competencies), Required Competencies for the Analyst, Analytical Methods (Information Domains), Different Analytical Method and its Selection</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 5 | <p><b>Business Analytics at the Data Warehouse Level</b>–Concept of Data Warehouse, Architecture and Processes in a Data Warehouse, Selection of Certain Columns To Be Loaded, Staging Area and Operational Data Stores, Causes and Effects of Poor Data Quality. The Data Warehouse: Functions, Components, and Examples Alternative Ways of Storing Data, Tips and Techniques in Data Warehousing, Business Analytics in the Future</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

**Reference Books:**

| Sr. No. | Name of the Author                 | Title of the Book                                                              | Year Addition                 | Publisher Company |
|---------|------------------------------------|--------------------------------------------------------------------------------|-------------------------------|-------------------|
| 1       | Gert H.N. Laursen, Jesper Thorlund | Business Analytics for Managers, Taking Business Intelligence beyond Reporting | 2 <sup>nd</sup> Edition, 2017 | Wiley             |

**MOOCs:**

| MOOCS | Website address                                                                                                                                   |
|-------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| 1     | <a href="https://nptel.ac.in/courses/110105089">https://nptel.ac.in/courses/110105089</a>                                                         |
| 2     | <a href="https://www.udemy.com/course/business-analytics-complete-course-w">https://www.udemy.com/course/business-analytics-complete-course-w</a> |
| 3     | <a href="https://www.mooc-list.com/tags/business-analytics">https://www.mooc-list.com/tags/business-analytics</a>                                 |
| 4     | <a href="https://www.coursera.org/specializations/business-analytics">https://www.coursera.org/specializations/business-analytics</a>             |

**ELECTIVE: Event Management**

| Programme: BBA CBCS – Revised Syllabus w.e.f. Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                  |                       |       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Course Code                                                                                                                                                                                                                                                                                      | Course Title          |       |
| V                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | EM01                                                                                                                                                                                                                                                                                             | Event Marketing       |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                  | Akhilesh Jadhav_IMRDA |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Credits                                                                                                                                                                                                                                                                                          | Evaluation            | Marks |
| DSE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 3                                                                                                                                                                                                                                                                                                | IE:UE                 | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                  |                       |       |
| <ul style="list-style-type: none"> <li>Understanding the principles and concepts of event marketing</li> <li>Developing event marketing strategies</li> <li>Implementing event marketing tactics</li> <li>Enhancing communication and interpersonal skills □ Developing critical thinking and problem-solving skills</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                  |                       |       |
| <b>Course Outcomes: (CO)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                  |                       |       |
| <p>CO1: Demonstrate a comprehensive understanding of the fundamental principles and concepts that govern event marketing, including target audience analysis, market research, and the strategic role of events in marketing.</p> <p>CO2: Formulate effective event marketing strategies by identifying objectives, selecting target markets, and integrating event plans into broader marketing strategies.</p> <p>CO3: Analyze and evaluate different event marketing strategies, considering factors such as budget constraints, market trends, and organizational goals.</p> <p>CO4: Demonstrate proficiency in implementing various event marketing tactics, including event planning, promotion, logistics, and coordination.</p> <p>CO5: Apply practical knowledge of event marketing tools and channels to execute successful promotional campaigns.</p> |                                                                                                                                                                                                                                                                                                  |                       |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Contents                                                                                                                                                                                                                                                                                         |                       |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Introduction to Event Marketing: Definition and scope of event marketing, Importance and benefits of event marketing, Trends and challenges in event marketing                                                                                                                                   |                       |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Planning and Strategy: Setting objectives and goals for events, Target audience identification and segmentation, Creating event brand and positioning, Developing event concept and theme                                                                                                        |                       |       |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Event Promotion and Communication: Determining event marketing channels, Creating promotional materials and content, Utilizing social media marketing for events, Implementing public relations and media relations strategies, Measuring event marketing success                                |                       |       |
| 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Event Planning, Event Execution and Evaluation: Venue selection and negotiation, Budgeting and financial management for events, On-site management and organization, Event staff training and supervision, Monitoring and evaluating event success, Post-event analysis and feedback collection. |                       |       |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Event Sponsorship and Partnerships: Identifying potential sponsors and partners, Developing sponsorship packages and proposals, Negotiating and managing sponsorships                                                                                                                            |                       |       |

**Reference Book:**

| Sr. No. | Name of the Author                            | Title of the Book                                                   | Year Addition | Publisher Company                        |
|---------|-----------------------------------------------|---------------------------------------------------------------------|---------------|------------------------------------------|
| 1       | Anukrati Sharma and Dr. Shruti Arora          | Management and Marketing: Theory, Practical Approaches and Planning | 2018          | Bharti Publication, New Delhi            |
| 2       | Kaushalendra Saran Singh                      | Event Management Principles and Methods                             | 2013          | Kaniska Publication                      |
| 3       | Dr. Hoshi Bhiwandiwalla and Bhavana Chaudhari | Management                                                          | 2017          | Nirali Prakashan, Educational Publishers |

**Online Resources:**

| Online Resources | Website address                                                                                                           |
|------------------|---------------------------------------------------------------------------------------------------------------------------|
| 1                | <a href="https://en.wikipedia.org/wiki/Event_marketing">https://en.wikipedia.org/wiki/Event_marketing</a>                 |
| 2                | <a href="https://www.marketing91.com/event-marketing/">https://www.marketing91.com/event-marketing/</a>                   |
| 3                | <a href="https://www.invitereferrals.com/blog/event-marketing/">https://www.invitereferrals.com/blog/event-marketing/</a> |

**MOOCs:**

| MOOCs | Website address |
|-------|-----------------|
| 1     | Alison          |
| 2     | Swayam          |
| 3     | UpGrade         |

**ELECTIVE: Hospitality Management**

| Programme: BBA CBCS–Revised Syllabus w.e.f.-Year 2023–2024                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                           |                        |       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                              | Course Code                                                                                                                                                                                                                                                                               | Course Title           |       |
| V                                                                                                                                                                                                                                                                                                                     | HM-01                                                                                                                                                                                                                                                                                     | Food Service operation |       |
| Prepared By                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                           | Dr Ajay Bhulke         |       |
| Type                                                                                                                                                                                                                                                                                                                  | Credits                                                                                                                                                                                                                                                                                   | Evaluation             | Marks |
| DSE                                                                                                                                                                                                                                                                                                                   | 3                                                                                                                                                                                                                                                                                         | IE :UE                 | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                           |                        |       |
| <ul style="list-style-type: none"> <li>To understand Food service operation.</li> <li>To understand the role and responsibility of Food service management.</li> <li>To understand and manage meal experience.</li> <li>To expose the concept of eating out.</li> <li>To study methods of purchasing food.</li> </ul> |                                                                                                                                                                                                                                                                                           |                        |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                           |                        |       |
| CO1:Understand Food service operation<br>CO2:Focus role and responsibility of Food service management<br>CO3:Learn to manage meal experience<br>CO4:Familiarize with concept of eating out CO5:Recognize the methods of purchasing food                                                                               |                                                                                                                                                                                                                                                                                           |                        |       |
| Unit                                                                                                                                                                                                                                                                                                                  | Subunit                                                                                                                                                                                                                                                                                   |                        |       |
| 1                                                                                                                                                                                                                                                                                                                     | Introduction to food service operation Origin of food service industry Commercial and non commercial Food service operation Subsidized and welfare catering establishments                                                                                                                |                        |       |
| 2                                                                                                                                                                                                                                                                                                                     | Food and Beverage management, Responsibilities of food and Beverage management, Job description of food and Beverage manager, Constraints on food and beverage management – External- Government/ political, economic, social, technical and Internal – food and beverage, staff, control |                        |       |
| 3                                                                                                                                                                                                                                                                                                                     | Managing meal Experience Factors/ Reasons for using food services- such as Social, business, convenience and time. Atmosphere of food service establishment, price and Menu.                                                                                                              |                        |       |
| 4                                                                                                                                                                                                                                                                                                                     | Understanding eating out – Introduction, food and drink, variety in menu choice, level of service, price and value for menu, interior design, Atmosphere and mood, location and accessibility, food service employees.                                                                    |                        |       |
| 5                                                                                                                                                                                                                                                                                                                     | Food service establishments- Fine dining, Bars, night clubs and pubs, Fast food establishments – Financial policy, Marketing policy, product and service style, staffing and technology                                                                                                   |                        |       |
| 6                                                                                                                                                                                                                                                                                                                     | Food Menu- Introduction, type of menu, Table d' hote, A la carte, Banqueting menu, cyclic menu .                                                                                                                                                                                          |                        |       |

**Reference Books:**

| Sr. No. | Name of the Author                                                  | Title of the Book            | Year Edition   | Publisher Company     |
|---------|---------------------------------------------------------------------|------------------------------|----------------|-----------------------|
| 1       | Bernard Davis,<br>Andrew Lockwood, Ioannis Pantelieds , Peter Alcot | Food and Beverage Management | Fourth edition | Butterworth Heinemann |
| 2       | John Cousins, Dennis Lillicrap, Suzanne Weekes                      | Food and beverage Service    | Ninth Edition  | Hodder Education      |

**Online Resources:**

| Online Resources No. | Website address                                                                                                                                                                                                                                                                                                                                                                     |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                    | 1 <a href="https://www.greatsampleresume.com/job-responsibilities/foodservice/food-and-beveragemanager">https://www.greatsampleresume.com/job-responsibilities/foodservice/food-and-beveragemanager</a> 2 <a href="https://study.com/academy/lesson/food-service-industry-definitionhistory.html">https://study.com/academy/lesson/food-service-industry-definitionhistory.html</a> |
| 2                    | 1 <a href="https://www.greatsampleresume.com/job-responsibilities/foodservice/food-and-beveragemanager">https://www.greatsampleresume.com/job-responsibilities/foodservice/food-and-beveragemanager</a> 2 <a href="https://study.com/academy/lesson/food-service-industry-definitionhistory.html">https://study.com/academy/lesson/food-service-industry-definitionhistory.html</a> |

**MOOCs:**

| MOOCS | Website address                                             |
|-------|-------------------------------------------------------------|
| 1     | <a href="https://swayam.gov.in/">https://swayam.gov.in/</a> |

**Elective : Marketing Management**

| Programme: BBA CBCS – Revised Syllabus w.e.f. Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                       |       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-------|
| Sem                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Course Title          |       |
| VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | MK02                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | SERVICES MARKETING    |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Dr. Yogesh Gurav IMED |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Credits                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Evaluation            | Marks |
| DSE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 03                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | IE:UE                 | 30:70 |
| Course Objectives: (CO)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                       |       |
| <ul style="list-style-type: none"> <li>To impart knowledge on the difference between goods and services, its characteristics, the growth of services sector in India</li> <li>To provide insights on the concepts related to Services Marketing</li> <li>To enable the learners in understanding the business environment and its influence on the business</li> <li>To facilitate understanding of managing demand ,supply and capacity in service firms</li> <li>To develop in-depth understanding of identifying reasons for the gaps in service quality</li> </ul>                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                       |       |
| Course Outcomes:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                       |       |
| <p>After successful completion of the course, the learner will be able to</p> <p>CO1: Understand the difference between goods and services, its characteristics, the phenomenal growth of services sector in India and the factors responsible for the same CO2. Demonstrate sound understanding of the concepts related Services Marketing and apply it in business situations</p> <p>CO3: Analyse the business environment and its impact on the business</p> <p>CO4: Manage demand, supply and the capacity in a service firm</p> <p>CO5: Apply strategies for bridging the gaps in service quality and deliver quality services to the customers</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                       |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                       |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Introduction: Meaning of the term ‘service’, Difference between goods and services, characteristics of services / four I’s of services: its implications, growth of services sector in India and the factors responsible for it.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                       |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Services Marketing: 7 Ps, <b>Product:</b> levels of service product, service blueprint, its components – customer actions, onstage contact employee actions, backstage contact employee actions, support processes and physical evidences, stages of new service product development <b>Price:</b> Pricing objectives, pricing strategies used by service firms, <b>Place:</b> Channels of distribution used by service firms, distribution strategies <b>Promotion:</b> objectives of service promotion, services marketing triangle, key planning considerations in service promotions, tools used for the promotion of services, <b>People:</b> Role of service personnel/employees in a service business, managing people for having service advantage – hiring right people, enable your people, enable and energies your people <b>Process:</b> Service as a process – flow of activities, number of steps and level of customers’ involvement <b>Physical evidence:</b> the concept, elements of physical evidence |                       |       |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Service marketing environment:</b> External / Macro Environment: factors , Internal/ Micro Environment: factors                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                       |       |
| 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Managing demand, supply and capacity in services:</b><br><b>Understanding capacity constraints and</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                       |       |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Service quality:</b> meaning, determinants/ quality dimensions of service quality, <b>GAPs Model</b> – reasons for the gaps in service quality, strategies for bridging such gaps , <b>SERVQUAL-</b> an overview                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                       |       |



**Reference Books:**

| Sr. No. | Name of the Author                                                    | Title of the Book  | Year of Publication | Publisher Company                   |
|---------|-----------------------------------------------------------------------|--------------------|---------------------|-------------------------------------|
| 1       | Jochen Wirtz , Christopher Lovelock                                   | Services Marketing | 2021                | World Scientific Publishing Company |
| 2       | Valarie A. Zeithaml , Mary Jo. Bitner, Dwayne D. Gremler, Ajay Pandit | Services Marketing | 2018                | McGraw Hill                         |
| 3       | Jochen Wirtz , Christopher Lovelock , Jayanta Chatterjee              | Services Marketing | 2017                | Pearson Education                   |

**Online Resources:**

| Online Resources | Website address                                                                                                 |
|------------------|-----------------------------------------------------------------------------------------------------------------|
| 1                | <a href="https://onlinelibrary.wiley.com/journal/14791838">https://onlinelibrary.wiley.com/journal/14791838</a> |
| 2                | <a href="https://www.tandfonline.com/doi/ful">https://www.tandfonline.com/doi/ful</a>                           |
| 3                | <a href="http://www.mheducation.com/hoghered/category.10366">www.mheducation.com/hoghered/category.10366</a>    |

**MOOCs:**

| MOOCs | Website address                                                                                                             |
|-------|-----------------------------------------------------------------------------------------------------------------------------|
| 1     | <a href="https://onlinecourses.swayam2.ac.in/imb19_mg20/preview">https://onlinecourses.swayam2.ac.in/imb19_mg20/preview</a> |
| 2     | <a href="https://onlinecourses.nptel.ac.in/noc20_mg14/preview">https://onlinecourses.nptel.ac.in/noc20_mg14/preview</a>     |

**Elective : Financial Management**

| Programme: BBA CBCS – Revised Syllabus w.e.f. Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                 |                                  |       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                     | Course Code                                                                                                                                                                                                                                     | Course Title                     |       |
| VI                                                                                                                                                                                                                                                                                                                                                                                                                           | FM02                                                                                                                                                                                                                                            | Management of Financial Services |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                 | Dr. Ranpreet Kaur_BVIMR          |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                         | Credits                                                                                                                                                                                                                                         | Evaluation                       | Marks |
| DSE                                                                                                                                                                                                                                                                                                                                                                                                                          | 03                                                                                                                                                                                                                                              | IE:UE                            | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                 |                                  |       |
| <ul style="list-style-type: none"> <li>To acquaint the students about Financial System and its structure</li> <li>To orient about various financial services available.</li> <li>To explain the concept, types and evaluation of Mutual Fund schemes.</li> <li>To describe the concept and major players of credit rating.</li> <li>To brief the students about concepts related to Venture Capital Financing.</li> </ul>    |                                                                                                                                                                                                                                                 |                                  |       |
| <b>Course Outcomes: (CO)</b>                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                 |                                  |       |
| CO1: Understand the role and Components of Indian Financial System.<br>CO2: Understand and apply the knowledge of Important Financial Services for employment prospects.<br>CO3: Demonstrate an awareness of the current mutual fund schemes and its evaluation.<br>CO4: Understanding and analysing credit rating importance.<br>CO5: Evaluate and create prospects for business funding through venture capital financing. |                                                                                                                                                                                                                                                 |                                  |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                         | Contents                                                                                                                                                                                                                                        |                                  |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                            | Indian Financial System Concept , structure and importance of Indian Financial System, Financial System and Economic development, Concept and Importance of Financial Services                                                                  |                                  |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                            | Types of Financial services: Fund Based and Fee based Leasing and Hire Purchase finance. Factoring and forfeiting. Bills Discounting. Concept and Importance of Insurance, Types of Insurance Merchant Banking, Underwriting Investment Banking |                                  |       |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                            | Mutual Funds Concept and objectives of Mutual Funds, Concept of NAV Types of Mutual Fund Schemes Parameters for evaluation of Mutual funds Schemes Current Scenario of Mutual Fund in India                                                     |                                  |       |
| 4                                                                                                                                                                                                                                                                                                                                                                                                                            | Credit Rating Meaning and Importance of Credit Rating. Functions of Credit Rating agencies Factors affecting credit rating Major players of Credit Rating in India (CRISIL, ICRA, CARE)                                                         |                                  |       |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                            | Venture Capital Financing Meaning and features of Venture Capital. Stages of Venture financing, Factors affecting Venture Capital financing. Importance of venture Capital Financing Recent Cases and examples                                  |                                  |       |

**Reference Books:**

| Sr. No.     | Name of the Author    | Title of the Book                | Year Addition                        | Publisher Company         |
|-------------|-----------------------|----------------------------------|--------------------------------------|---------------------------|
| 1 –National | E-Gordon, K Natarajan | Financial Markets and Services   | Revised 6 <sup>th</sup> Edition 2010 | Himalaya Publishing House |
| 2 –National | M.Y.Khan              | Financial Services,              | 2010                                 | Tata McGraw Hill          |
| 3–National  | G.S. Batra            | Financial Service New Innovation | 2015                                 | ND publication            |

**Online Resources:**

| Online Resources | Website address                                                         |
|------------------|-------------------------------------------------------------------------|
| 1                | <a href="https://www.moneycontrol.com">https://www.moneycontrol.com</a> |
| 2                | <a href="https://www.sebi.gov.in">https://www.sebi.gov.in</a>           |
| 3                | <a href="https://www.investopedia.com">https://www.investopedia.com</a> |

**MOOCs:**

| MOOCS | Website address                                                                             |
|-------|---------------------------------------------------------------------------------------------|
| 1     | <a href="https://swayam.gov.in">https://swayam.gov.in</a>                                   |
| 2     | <a href="https://www.edx.org">https://www.edx.org</a>                                       |
| 3     | <a href="https://alison.com/certificate-courses">https://alison.com/certificate-courses</a> |

## Elective: Human Resource Management

| Programme: BBA CBCS – Revised Syllabus w.e.f. Year 2023–2024                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                     |                                       |       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|-------|
| Semester                                                                                                                                                                                                        | Course Code                                                                                                                                                                                                                                                                                                                                                                         | Course Title                          |       |
| VI                                                                                                                                                                                                              | HR(E) 02                                                                                                                                                                                                                                                                                                                                                                            | Performance & Compensation Management |       |
| Prepared By                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                     | Dr. Pravin Mane_IMED                  |       |
| Type                                                                                                                                                                                                            | Credits                                                                                                                                                                                                                                                                                                                                                                             | Evaluation                            | Marks |
| DSE                                                                                                                                                                                                             | 3                                                                                                                                                                                                                                                                                                                                                                                   | IE:UE                                 | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                     |                                       |       |
| <ul style="list-style-type: none"> <li>To understand the various dimensions of Compensation Management.</li> <li>To familiarize with the role of various bodies involved in Compensation Management.</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                     |                                       |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                     |                                       |       |
| After completing the course, the students shall be able to<br>CO1: Students will be able to apply the concepts of performance appraisal and compensation management practically.                                |                                                                                                                                                                                                                                                                                                                                                                                     |                                       |       |
| Unit                                                                                                                                                                                                            | Sub Unit                                                                                                                                                                                                                                                                                                                                                                            |                                       |       |
| 1.                                                                                                                                                                                                              | Concept and objectives of performance management system, Performance appraisal and performance management, Performance Management – definition, objectives, need and measurement                                                                                                                                                                                                    |                                       |       |
| 2                                                                                                                                                                                                               | Process of performance appraisal, issues and challenges in performance appraisal, documentation of performance appraisal, Methods of Performance appraisal – traditional methods, modern methods with advantages and disadvantages of each - appraisal interviews, performance feedback and counseling, use of technology and e-PMS, Ethical perspectives in performance appraisal. |                                       |       |
| 3                                                                                                                                                                                                               | Compensation – Definition, Classification and Types. Components of remuneration-basis pay, dearness allowance, flat and indexed DA, allowances and reimbursement, Determining Compensation, Compensation Approaches. Compensation as a Retention Strategy, Financial and non financial compensation                                                                                 |                                       |       |
| 4                                                                                                                                                                                                               | Performance Based Pay Systems, Incentives - incentive plans, developing effective incentive plans. Gain Sharing Incentive Plan – Enterprise Incentive Plan – Profit Sharing Plan- ESOPs – Compensation Management in Multi-National organisations.                                                                                                                                  |                                       |       |
| 5                                                                                                                                                                                                               | Reward systems, Perceptions of Pay Fairness – the legal environment, Legal Constraints on Pay Systems. Employee Benefits.- retirement benefits, perquisites, non- monetary benefits.                                                                                                                                                                                                |                                       |       |

**Reference Books:**

| Sr. No. | Name of the Author               | Title of the Book                                  | Publisher Company               |
|---------|----------------------------------|----------------------------------------------------|---------------------------------|
| 1       | Dewakar Goel,                    | Performance Appraisal & Compensation Management    | PHI Learning, New Delhi.        |
| 2       | Richard.I. Henderson             | Compensation Management in A Knowledge Based World | Prentice Hall India, New Delhi. |
| 3       | Richard Thrope& Gill Homen       | Strategic Reward Systems,                          | Prentice Hall India, New Delhi. |
| 4       | Michael Armstrong & Helen Murlis | Hand Book of Reward Management                     | Crust Publishing House          |

**Online Resources:**

| Resources No. | Web site address                                                                                                                                                                                                    |
|---------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1             | <a href="https://www.ideals.illinois.edu/bitstream/handle/2142/29159/onmeasurementofb1135venk.pdf?sequence=">https://www.ideals.illinois.edu/bitstream/handle/2142/29159/onmeasurementofb1135venk.pdf?sequence=</a> |

**MOOCS:**

| No. | Web site address                                   |
|-----|----------------------------------------------------|
| 1   | Modern Human Resource Management (Alison).         |
| 2   | Principles of Human Resources Management (Swayam). |
| 3   | Managing employee compensation (Coursera)          |

**Elective : International Business Management**

| Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                      |       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Course Code                                                                                                                                                                                                                                                                                                                                                                                                     | Course Title                                         |       |
| VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | IB02                                                                                                                                                                                                                                                                                                                                                                                                            | Export Import Policies, Procedures and Documentation |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Credits                                                                                                                                                                                                                                                                                                                                                                                                         | Evaluation                                           | Marks |
| DSE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 3                                                                                                                                                                                                                                                                                                                                                                                                               | IE:UE                                                | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                      |       |
| <ul style="list-style-type: none"> <li>To understand the basics of Export and Import.</li> <li>To understand government policies and plans for carrying out international trade.</li> <li>To learn the procedure for import.</li> <li>To learn the procedure for export.</li> <li>To know the import and export documentation formalities in India.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                      |       |
| <b>Course Outcomes: (CO)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                      |       |
| <b>CO1:</b> Gain a comprehensive understanding of the fundamental concepts and basics of Export and Import.<br><b>CO2:</b> Explore and comprehend government policies and strategic plans that govern and facilitate international trade activities.<br><b>CO3:</b> Acquire knowledge and skills in the procedures involved in importing goods, including documentation, regulations, and compliance.<br><b>CO4:</b> Develop a thorough understanding of the step-by-step procedures and requirements for exporting goods, encompassing documentation, logistics, and regulatory aspects.<br><b>CO5:</b> Familiarize yourself with the intricacies of import and export documentation formalities specific to the Indian context, including legal requirements, paperwork, and compliance measures. |                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                      |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Sub units                                                                                                                                                                                                                                                                                                                                                                                                       |                                                      |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Introduction:</b> Meaning and Importance of International Trade. Definition of Export and Import, Benefits of Exports and Imports.                                                                                                                                                                                                                                                                           |                                                      |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Regulations for Export and Import:</b> Obtaining an I.E.C. Number Foreign Trade (Development and Regulation) Act. Foreign Exchange Management Act (FEMA). DGFT Exchange Control Manual, Current Foreign Trade Policy of India                                                                                                                                                                                |                                                      |       |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Import Procedure:</b> Various steps taken at different stages, viz. Registration Stage, Pre-import stage and other stages.                                                                                                                                                                                                                                                                                   |                                                      |       |
| 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Export Procedure:</b> Various Steps taken at different stages, viz. Registration Stage, Pre-shipment stage, Shipment Stage and Post Shipment Stage.                                                                                                                                                                                                                                                          |                                                      |       |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>International Trade Documents:</b> Aligned Documentation System (ADS) Proforma Invoice Commercial Invoice Packing List Shipping Bill Certificate of Origin Consular Invoice Certificate of Origin vs. Consular Invoice Commercial Invoice vs. Consular Invoice Mate's Receipt Bill of Lading Mate's Receipt vs. Bill of Lading Guaranteed Remittance (GR) Form Bill of Exchange Airway Bill Import Documents |                                                      |       |

**Reference Books:**

| S. No. | Name of the Author | Title of the Book                                    | Year Edition             | Publisher Company                            |
|--------|--------------------|------------------------------------------------------|--------------------------|----------------------------------------------|
| 1      | M. I. Mahajan      | A Guide on Export Policy, Procedure & Documentation  | 13 <sup>th</sup> Edition | Snow White Publications Pvt. Ltd.,-          |
| 2      | C Rama Gopal       | Export Import Procedures Documentation-and Logistics | 2 <sup>nd</sup> Edition  | New Age International Publisher's, New Delhi |
| 3      | Aseem Kumar        | Export and Import Management                         |                          | Excel Book, New Delhi                        |

**Online Resources:**

| Online Resources No. | Web site address                                               |
|----------------------|----------------------------------------------------------------|
| 1                    | Handbook on Foreign Trade Policy and Guide to Export & Import- |
| 2                    | Exchange Control Manual – RBI Publications -                   |
| 3                    | Foreign Trade Policy (Latest)-                                 |

**MOOCs:**

| Sources. | Web site address                                          |
|----------|-----------------------------------------------------------|
| 1        | <a href="https://swayam.gov.in">https://swayam.gov.in</a> |
| 2        | <a href="https://alison.com">https://alison.com</a>       |
| 3        | <a href="http://www.coursera.org">www.coursera.org</a>    |

**Elective : Production Management**

| Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023–2024                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                               |                                 |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                              | Course Code                                                                                                                                                                                                                                                                                                                                   | Course Title                    |       |
| VI                                                                                                                                                                                                                                                                                                                                                    | PM02                                                                                                                                                                                                                                                                                                                                          | Business Process Re-engineering |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                               | Sanjay Jadhav_IMK               |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                        | Credits                                                                                                                                                                                                                                                                                                                                       | Evaluation                      | Marks |
| DSE                                                                                                                                                                                                                                                                                                                                                   | 3                                                                                                                                                                                                                                                                                                                                             | IE & UE                         | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                               |                                 |       |
| <ul style="list-style-type: none"> <li>Understand and Analyze Business Challenges</li> <li>Master BPR Methodology</li> <li>Implement Reengineering Strategies</li> <li>Navigate Organizational Transformation</li> <li>Integrate BPR with ERP Systems and Benchmarking</li> </ul>                                                                     |                                                                                                                                                                                                                                                                                                                                               |                                 |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                               |                                 |       |
| <p>After completing the course the students shall be able to</p> <p>CO1: Strategic Thinking and Adaptability</p> <p>CO2: Practical Application of BPR Methodology</p> <p>CO3: Effective Reengineering Implementation</p> <p>CO4: Analytical and Decision-Making Skills</p> <p>CO5: Integration of BPR with ERP Systems and Benchmarking Expertise</p> |                                                                                                                                                                                                                                                                                                                                               |                                 |       |
| Unit                                                                                                                                                                                                                                                                                                                                                  | Sub Unit                                                                                                                                                                                                                                                                                                                                      |                                 |       |
| <b>1</b><br>Introduction to Business Process Reengineering:                                                                                                                                                                                                                                                                                           | Definition and concept of Business Process Reengineering Historical background and evolution of BPR Objectives and benefits of BPR Role of BPR in organizational transformation Phases of the BPR process Tools and techniques used in BPR Challenges and risks in BPR implementation Success factors in BPR projects                         |                                 |       |
| <b>2</b><br>Analysing Current business Processes                                                                                                                                                                                                                                                                                                      | Techniques for process mapping Importance of process documentation Identifying bottlenecks and inefficiencies Data collection and analysis in BPR Techniques for process mapping Importance of process documentation Identifying bottlenecks and inefficiencies Data collection and analysis in BPR                                           |                                 |       |
| <b>3</b><br>Redesigning Business processes                                                                                                                                                                                                                                                                                                            | Principles of process redesign Innovation and creativity in process redesign Reducing complexity and increasing efficiency Case studies of successful process redesign Principles of process redesign Innovation and creativity in process redesign Reducing complexity and increasing efficiency Case studies of successful process redesign |                                 |       |
| <b>4</b><br>Organization al Change management                                                                                                                                                                                                                                                                                                         | Principles of process redesign Innovation and creativity in process redesign Reducing complexity and increasing efficiency Case studies of successful process redesign Principles of process redesign Innovation and creativity in process redesign Reducing complexity and increasing efficiency Case studies of successful process redesign |                                 |       |



|                                                   |                                                                                                                                                                         |
|---------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>5</b><br>Evaluation and Continuous Improvement | Principles of process redesign Innovation and creativity in process redesign Reducing complexity and increasing efficiency Case studies of successful process redesign. |
|---------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**Reference Books:**

| Sr. No. | Name of the Author                    | Title of the Book                                                  | Year Edition | Publisher Company |
|---------|---------------------------------------|--------------------------------------------------------------------|--------------|-------------------|
| 1       | Alexis Leon                           | ERP demystified                                                    | 2007         | Tata McGrawHill   |
| 2       | Jagan Nathan Vaman                    | ERP in Practice                                                    | 2008         | Tata McGraw-Hill  |
| 3       | Michael Hammer & James Champy         | Reengineering the Corporation: a Manifesto for Business Revolution |              |                   |
| 4       | R.Radhakrishnan and S.Balasubramanian | Business Process Reengineering: Text and Cases                     |              |                   |

**Online Resources:**

| Online Resources No. | Web site address                                                                                                                                              |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                    | <a href="https://www.coursera.org/courses?query=business%20process">https://www.coursera.org/courses?query=business%20process</a>                             |
| 2                    | <a href="https://alison.com/course/the-business-process-re-engineering-bpr-guide">https://alison.com/course/the-business-process-re-engineering-bpr-guide</a> |

**MOOCs:**

| Sources . | Web site address |
|-----------|------------------|
| 1         | Swayam           |

**Elective : Information Technology Management**

| Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                     |       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Course Title                        |       |
| VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | IT02                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Information System Security & Audit |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Dr. Pramod Pawar_IMED               |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Credits                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Evaluation                          | Marks |
| DSE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | IE : UE                             | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                     |       |
| <ul style="list-style-type: none"> <li>To study basic concepts of Information System</li> <li>To learn &amp; understand the Threats in Information System Security.</li> <li>To manage security treats in the Organization for their Information System.</li> <li>To get acquainted with the Physical Security, Network Security and Biometric Security.</li> <li>To aware the various Information System Audits.</li> </ul>                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                     |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                     |       |
| <p>After completing the course the students shall be able to</p> <p>CO1: Distinguish different types of Information System with different approaches.</p> <p>CO2: Finding threats and applies the different tools and techniques in their Organizational Information System.</p> <p>CO3: Apply Privacy Fundamentals, business practices' in different Information System Services.</p> <p>CO4: Recognize and describe Information security best practices.</p> <p>CO5: To analyze Security models, frameworks and standards in their Organizational Information System.</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                     |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Sub Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                     |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Global information systems and their evolution, basics of information systems, role of the Internet and the World Wide Web. Understanding about the threats to information systems security, Building blocks of Info security, How Organizations manage security of their information systems their information systems                                                                                                                                             |                                     |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>Information Security Management in Organizations</b> Information Security Management (ISM), Security Policy, Standards, Guidelines & Procedures ISMS. The 3 pillars CIA of Information Security Information Classification. Risk Analysis & Management, Security considerations for the mobile work force. Cryptographic techniques and Encryption, Intrusion Detection Systems and Firewalls, security of virtual private networks                              |                                     |       |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>Security models and frameworks</b> : A structure and framework of compressive security policy, policy infrastructure, policy design life cycle and design processes, PDCA model. introduction to the ISO 27001, SSE - CMM (systems security engineering - capability maturity model), COBIT (Control Objectives for Information and related technologies) and SAS 70 (statement on auditing standards)                                                           |                                     |       |
| 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>Information security best practices</b> : Privacy Fundamentals, business practices' impact on data privacy, technological impact on data privacy, privacy issues in web services and applications based on web services. Staffing, audits, disaster recovery planning and business continuity planning and asset Management. Ethical issues and intellectual property concerns for information security professionals – copy right, data protection etc. matters |                                     |       |

|   |                                                                                                                                                                                                                                                                                                                                    |
|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 5 | <b>Auditing for Security :</b> Security Audits what are they? Need for Security audits in organizations Auditors responsibility in Security audits Types of Audits & approaches to Audits. Technology based Audits – vulnerability scanning and penetration testing. Resistance to Audits. Key success factors for Security Audits |
|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**Reference Books:**

| Sr. No. | Name of the Author             | Title of the Book                                                                                   | Year Edition | Publisher Company                   |
|---------|--------------------------------|-----------------------------------------------------------------------------------------------------|--------------|-------------------------------------|
| 1       | HAROLD F. TIPTON               | Information security Management Hand book- 5th Edition                                              | 2003         | AUERBACH Publications               |
| 2       | Alfred Basta, Wolf Halton      | Computer security                                                                                   | 2008         | Thomson                             |
| 3       | LPadmavathi                    | Electronic Signature law                                                                            | 2023         | Asia Law House                      |
| 4       | AnkitFadia                     | Network Security                                                                                    | 2016         | Laxmi Publication Pvt ltd           |
| 5       | Michael Cross, Norrris Johnson | Security Plus study guide                                                                           | 2002         | Syngress                            |
| 6       | Ron Weber, PearsonPub          | Information systems control and Audit                                                               | 2007         | Pearson Education India Publication |
| 7       | Nina Godbole                   | Information Systems Security: Security Management, Metrics, Frameworks And Best Practices (With Cd) | 2009         | Wiley India                         |
| 8       | Charles CressonWood            | Information Security policies made easy version 10                                                  | 2005         | Information Shield                  |
| 9       | Thomas Pettier.                | Information security policies, procedures and standards                                             | 2001         |                                     |

**Online Resources:**

| Online Resources No. | Web site address                                                                                                                                                                                                                                                                                                                      |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                    | <a href="https://core.ac.uk/download/pdf/6673169.pdf">https://core.ac.uk/download/pdf/6673169.pdf</a>                                                                                                                                                                                                                                 |
| 2                    | <a href="https://www.tutorialspoint.com/system_analysis_and_design/system_analysis_and_design_security_audit.htm">https://www.tutorialspoint.com/system_analysis_and_design/system_analysis_and_design_security_audit.htm</a>                                                                                                         |
| 3                    | <a href="https://www.isaca.org/resources/isaca-journal/issues/2016/volume5/informationssystem-security-audit-an-ontological-framework">https://www.isaca.org/resources/isaca-journal/issues/2016/volume5/informationssystem-security-audit-an-ontological-framework</a>                                                               |
| 4                    | <a href="https://en.wikipedia.org/wiki/Information_security_audit">https://en.wikipedia.org/wiki/Information_security_audit</a>                                                                                                                                                                                                       |
| 5                    | <a href="https://www2.deloitte.com/me/en/pages/technology/solutions/it_audit_and_inform_ation_system_security_deloitte_montenegro_technology_services_solutions.html">https://www2.deloitte.com/me/en/pages/technology/solutions/it_audit_and_inform_ation_system_security_deloitte_montenegro_technology_services_solutions.html</a> |

**MOOCs:**

| Sources | Web site address                                       |
|---------|--------------------------------------------------------|
| 1       | mooc.org                                               |
| 2       | <a href="http://www.Coursera.org">www.Coursera.org</a> |
| 3       | <a href="http://www.Udemy.com">www.Udemy.com</a>       |
| 4       | Swayam.gov.in                                          |

BV(DU) / CDOE

**Elective : Agri-Business Management**

| Programme: BBACBCS–Revised Syllabus w.e.f.-Year 2023 – 2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                            |                                         |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Course Code                                                                                                                                                                                                                                                                                                                | Course Title                            |       |
| VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | AM02                                                                                                                                                                                                                                                                                                                       | Supply Chain Management in Agribusiness |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                            | Dr. Aparna Marwa_BVIMR                  |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Credits                                                                                                                                                                                                                                                                                                                    | Evaluation                              | Marks |
| DSE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 3                                                                                                                                                                                                                                                                                                                          | IE:UE                                   | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                            |                                         |       |
| <ul style="list-style-type: none"> <li>To familiarize the student about agri business management which enables him/her to set commercial agribusiness of big farms</li> <li>To develop a framework for structuring supply chain drivers; network designs, demand forecasting, inventory planning, sourcing decisions and IT enablement of supply chain.</li> <li>To develop an understanding of basic concepts and role of Logistics and supply chain management in business.</li> <li>To understand how supply chain drivers play an important role in redefining value chain excellence of Firms.</li> <li>To develop analytical and critical understanding &amp; skills for planning, designing and operations of supply chain.</li> <li>To understand, appraise and integrate various supply chain strategies.</li> </ul> |                                                                                                                                                                                                                                                                                                                            |                                         |       |
| <b>Course Outcomes (CO)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                            |                                         |       |
| <p>On the completion of the Course, the students will be able to:</p> <p>CO1: Understand the fundamentals of elements and functions of supply chain, role of drivers and demand forecasting.</p> <p>CO 2: To apply various techniques of inventory management and their practical situations.</p> <p>CO 3: Analyze how supply chain decisions related to facility location can be applied to various industries and designing the supply chain.</p> <p>CO 4: How various warehousing management system and transportation can be practiced in various industries?</p> <p>CO 5: How logistics and supply chain strategies can create value generation and utilize IT Applications.</p> <p>CO 6: How supply chain performance can be measured using various models?</p>                                                         |                                                                                                                                                                                                                                                                                                                            |                                         |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Contents                                                                                                                                                                                                                                                                                                                   |                                         |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Supply Chain Supply Chain: Changing Business Environment; SCM: Present Need; Conceptual Model of Supply Chain Management; Evolution of SCM; SCM Approach; Traditional Agri. Supply Chain Management Approach; Modern Supply Chain Management Approach; Elements in SCM.                                                    |                                         |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Demand Management in Supply Chain Demand Management in Supply Chain: Types of Demand, Demand Planning and Forecasting; Operations Management in Supply Chain, Basic Principles of Manufacturing Management.                                                                                                                |                                         |       |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Procurement Management in Agri. Supply chain Procurement Management in Agri. Supply chain: Purchasing Cycle, Types of Purchases, Contract/Corporate Farming, Classification of Purchases Goods or Services, Traditional Inventory Management, Material Requirements Planning, Just in Time (JIT), Vendor Managed Inventory |                                         |       |

|   |                                                                                                                                                                                                                                                                                                                                                                  |
|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 4 | Logistics & Transportation Management Logistics Management: History and Evolution of Logistics; Elements of Logistics; Management; Distribution Management, Distribution Strategies; Pool Distribution; Transportation Management; Fleet Management; Service Innovation; Warehousing; Packaging for Logistics, Third- Party Logistics (TPL/3PL); GPS Technology. |
| 5 | Concept of Information Technology Concept of Information Technology: IT Application in SCM; Advanced Planning and Scheduling; SCM in Electronic Business; Role of Knowledge in SCM; Performance Measurement and Controls in Agri. Supply Chain Management- Benchmarking: introduction, concept and forms of Benchmarking.                                        |

**Reference Books:**

| Sr.No.           | Name of The Author                | Title of the Book                                                      | Year Edition | Publisher Company       |
|------------------|-----------------------------------|------------------------------------------------------------------------|--------------|-------------------------|
| 1 – National     | Altekar RV.                       | Supply Chain Management: Concepts and Cases                            | 2009         | Prentice Hall of India. |
| 2– National      | Van Weele AJ. 2000.               | Purchasing and Supply Chain Management Analysis, Planning and Practice | 2013         | Vikas Publ. House       |
| 3– International | Monczka R, Trent R & Handfield R. | Purchasing and Supply Chain Management                                 | 2002         | Thomson Asia.           |

**Online Resources:**

| Online Resources No | Website address                                                                                                                                                                                                                       |
|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                   | <a href="https://www.routledge.com/Agribusiness-Supply-Chain-Management/Chandrasekaran-Raghuram/p/book/9781466516748">https://www.routledge.com/Agribusiness-Supply-Chain-Management/Chandrasekaran-Raghuram/p/book/9781466516748</a> |
| 2                   | <a href="http://www.wto.org">www.wto.org</a>                                                                                                                                                                                          |
| 3                   | <a href="http://www.trademap.org">www.trademap.org</a>                                                                                                                                                                                |
| 4                   | <a href="https://www.europeanproceedings.com/article/10.15405/epsbs.2021.12.04.22">https://www.europeanproceedings.com/article/10.15405/epsbs.2021.12.04.22</a>                                                                       |
| 5                   | <a href="http://www.dgft.gov.in">www.dgft.gov.in</a>                                                                                                                                                                                  |
| 6                   | <a href="https://www.infosys.com/industries/agriculture/industry-offerings/agriculturedigital-supply-chain.html">https://www.infosys.com/industries/agriculture/industry-offerings/agriculturedigital-supply-chain.html</a>           |
| 7                   | <a href="https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10000696/">https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10000696/</a>                                                                                                           |

**MOOCs:**

| Resources No | Subject                                               | Website address                                                                                                                                                                                                           |
|--------------|-------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1            | Supply Chain of Agriculture                           | <a href="https://www.coursera.org/learn/supply-chain-ofagriculture">https://www.coursera.org/learn/supply-chain-ofagriculture</a>                                                                                         |
| 2            | DoaneX: Sustainable Agri-food Supply Chain Management | <a href="https://www.edx.org/learn/sustainability/doaneuniversity-sustainable-agri-food-supply-chainmanagement">https://www.edx.org/learn/sustainability/doaneuniversity-sustainable-agri-food-supply-chainmanagement</a> |

|   |                                     |                                                                                                                                                     |
|---|-------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| 3 | Agri Supply Chain Management        | <a href="https://courseware.cutm.ac.in/courses/agri-supply-chainmanagement/">https://courseware.cutm.ac.in/courses/agri-supply-chainmanagement/</a> |
| 5 | International Financial Environment | <a href="https://nptel.ac.in/courses/110105031/">https://nptel.ac.in/courses/110105031/</a>                                                         |

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| Programme: BBA CBCS – Revised Syllabus w.e.f. Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                 |                                   |       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|-------|
| Sem                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Course Code                                                                                                                                                                                                                                                                                                                                                                                     | Course Title                      |       |
| VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | R02                                                                                                                                                                                                                                                                                                                                                                                             | RETAIL MANAGEMENT AND FRANCHISING |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                 | Dr. Yogesh Gurav_IMED             |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Credits                                                                                                                                                                                                                                                                                                                                                                                         | Evaluation                        | Marks |
| DSE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 03                                                                                                                                                                                                                                                                                                                                                                                              | IE:UE                             | 30:70 |
| <b>Course Objectives: (CO)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                 |                                   |       |
| <ol style="list-style-type: none"> <li>1. To impart knowledge on retail management concepts, retail formats, retail scenario in domestic and international markets</li> <li>2. To provide insights on the demand drivers in retail sector</li> <li>3. To enable the learners in understanding the issues related to customer experience management in retail sector</li> <li>4. To facilitate timely decisions related to sales and inventory management</li> <li>5. To encourage the learners to consider entrepreneurship as a career option</li> </ol>                                    |                                                                                                                                                                                                                                                                                                                                                                                                 |                                   |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                 |                                   |       |
| <p>After successful completion of the course, the learner will be able to</p> <p>CO1: Understand the retail management concepts, retail formats used in India and the retail scenario in domestic and international markets</p> <p>CO2: Demonstrate sound understanding of demand drivers in retail sector</p> <p>CO3: Analyse the issues related to Customer Experience Management in retail sector</p> <p>CO4: Evaluate the demand and supply in a retail business and take timely decisions related to Sales and Inventory Management</p> <p>CO5: Create a retail business enterprise</p> |                                                                                                                                                                                                                                                                                                                                                                                                 |                                   |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Contents                                                                                                                                                                                                                                                                                                                                                                                        |                                   |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Introduction to Retailing:</b> Evolution of Indian Retail, Organized vs. Unorganized Retail, Global and Indian Retail Scenario, Major Retail Players in                                                                                                                                                                                                                                      |                                   |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Demand Drivers in Retail Sector:</b> demographic dividend, rise in purchasing power, increasing                                                                                                                                                                                                                                                                                              |                                   |       |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Introduction to customer Experience Management in Retail:</b> <ul style="list-style-type: none"> <li>• Importance of timely response system</li> <li>• Practice of easy return policies in retail</li> <li>• Multi-channel support system for effective communication with the target market and quick resolution of customers' queries/issues.</li> </ul> Ensuring Genuine Customer Support |                                   |       |
| 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Sales and Inventory Management Systems in Retail:</b> Its key features – Automation, integration of sales and inventory management efforts, easy availability of                                                                                                                                                                                                                             |                                   |       |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Introduction to franchising:</b> advantages and disadvantages to franchisee and franchisor, types of franchisees, Franchise Disclosure Document (FDD) - meaning, its importance and the contents therein. Domestic and international franchising scenario                                                                                                                                    |                                   |       |



**Reference Books:**

| Sr. No. | Name of the Author                       | Title of the Book                                                | Year of Publication | Publisher Company |
|---------|------------------------------------------|------------------------------------------------------------------|---------------------|-------------------|
| 1       | Swapna Pradhan                           | Retailing Management – Text and Cases - 06 <sup>th</sup> Edition | 2020                | McGraw Hill       |
| 2       | Michael Levy, Barton Weitz, Dhruv Grewal | Retail Management – Indian Edition                               | 2021                | McGraw Hill       |
| 3       | Manish Sidhpuria                         | Retail Franchising                                               | 2009                | McGraw Hill       |

**Online Resources:**

| Online Resources | Website address                                                                                                                                                                                                                                                                                 |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                | <a href="https://www.vectorconsulting.in/research-publications/consumer-industry-insights/leveraging-franchisees-for-profitable-growth-in-retail/">https://www.vectorconsulting.in/research-publications/consumer-industry-insights/leveraging-franchisees-for-profitable-growth-in-retail/</a> |
| 2                | <a href="https://courses.lumenlearning.com/clinton-marketing/chapter/reading-types-of-retailers/">https://courses.lumenlearning.com/clinton-marketing/chapter/reading-types-of-retailers/</a>                                                                                                   |
| 3                | <a href="https://www.primaseller.com/knowledge-base/retail-store-management/">https://www.primaseller.com/knowledge-base/retail-store-management/</a>                                                                                                                                           |

**MOOCs:**

| MOOCs | Website address                                                                                                                                                   |
|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1     | <a href="https://www.shortcoursesportal.com/disciplines/244/retail-management.html">https://www.shortcoursesportal.com/disciplines/244/retail-management.html</a> |
| 2     | <a href="https://onlinecourses.swayam2.ac.in/cec19_mg40/preview">https://onlinecourses.swayam2.ac.in/cec19_mg40/preview</a>                                       |

| Programme: BBA CBCS – Revised Syllabus w.e.f. Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                  |                                   |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Course Code                                                                                                                                                                                                                                                                                                                                                      | Course Title                      |       |
| VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | PR 02                                                                                                                                                                                                                                                                                                                                                            | Software Project Management Tools |       |
| Prepared by                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                  | Dr. Rupali Taru_ FMS Mumbai       |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Credits                                                                                                                                                                                                                                                                                                                                                          | Evaluation                        | Marks |
| DSC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 3                                                                                                                                                                                                                                                                                                                                                                | IE:UE                             | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                  |                                   |       |
| <ol style="list-style-type: none"> <li>To understand the Introduction of Software Project Management (SPM) &amp; Stakeholders Involvement.</li> <li>To learn the Project Execution, Estimation and process to assure the quality of SPM.</li> <li>To understand the Project Risk Management &amp; need of Change management</li> <li>To learn about concept of Leadership &amp; Ethics in Projects and Technology Framework.</li> <li>To learn concept of SPMT and evaluate the various Project Management Software Tools</li> </ol> |                                                                                                                                                                                                                                                                                                                                                                  |                                   |       |
| <b>Learning Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                  |                                   |       |
| CO1: Develop the analytical view to select the require software project Management tool for business.<br>CO2: Develop pricing, estimating, and cost control strategies and other quantitative tools.<br>CO3: Demonstrate techniques for identifying, mitigating, and managing risk in SPM<br>CO4: Analyse information in order to formulate effective solutions<br>CO5: Demonstrate the different Software Project Management Tools for managing quality in projects.                                                                |                                                                                                                                                                                                                                                                                                                                                                  |                                   |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Sub Unit                                                                                                                                                                                                                                                                                                                                                         |                                   |       |
| <b>1. Introduction to software project Management:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Define Project. Define project Management. Define project Management software tools, Software project versus other types of projects, Understand the problems and concerns of software project manager, the role of management, Need of Planning, monitoring and control, identify the stake holders of a project and their objectives.                          |                                   |       |
| <b>2. Project Execution, Estimation and Quality Assurance:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Project management software tools, Developing the project schedule, Developing the project budget, Pricing and Estimating, Cost Control, Finalizing the project schedule and budget. Quality Management, Monitoring and controlling the project. The project communications plan. Project metrics. Reporting performance and progress. Information distribution. |                                   |       |
| <b>3. Project Risk Management &amp; Change management:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Risk management planning. Common sources of risk on information technology projects. Risk identification. Qualitative risk analysis. Quantitative risk analysis. Risk response planning. Risk monitoring and control. Using software to assist in project risk management. The change management plan. Dealing with resistance and conflict, Outsourcing         |                                   |       |
| <b>4. Leadership &amp; Ethics in Projects:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Project leadership: Ethics in projects Multicultural project, Project implementation. Administrative closure. Project evaluation. Information distribution, Technology Framework in a context of s/w projects.                                                                                                                                                   |                                   |       |

|                                              |                                                                                                                                                                                                                                |
|----------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>5. Project Management Software Tools:</b> | Basics, features and Framework of Project Management Software Tools, Define the scope of software project management, PMST's with special reference to Microsoft Project (Self- study Mind Genius, ClickUp, Avaza, monday.com) |
|----------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**Reference Books:**

| Sr. No. | Name of the Author                         | Title of the Book                                | Year Addition | Publisher Company                                                                         |
|---------|--------------------------------------------|--------------------------------------------------|---------------|-------------------------------------------------------------------------------------------|
| 1       | Bob Hughes, Mike Cotterell and Rajib Mall. | Software Project Management,                     | 2011          | Tata McGraw Hill, 5E, Second Reprint, ISBN-13:978-0-07-107274- 8; ISBN-10: 0-07-107274-8. |
| 2       | Walker Royce<br>Foreword by Barry Boehm    | Software Project Management, A Unified Framework | -             | Addison-Wesley Pearson Education, ISBN 0-201-30958-0                                      |

**Online Resources:**

| Online Resources | Website address                                                                                                                                                                                                 |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                | <a href="https://www.sciencedirect.com/science/article/pii/S1877050923004842">https://www.sciencedirect.com/science/article/pii/S1877050923004842</a>                                                           |
| 2                | <a href="https://en.wikipedia.org/wiki/Project_management_software">https://en.wikipedia.org/wiki/Project_management_software</a>                                                                               |
| 3                | <a href="https://thedigitalprojectmanager.com/tools/best-project-management-software/">https://thedigitalprojectmanager.com/tools/best-project-management-software/</a>                                         |
| 4                | <a href="https://www.journals.elsevier.com/international-journal-of-projectmanagement/most-cited-articles">https://www.journals.elsevier.com/international-journal-of-projectmanagement/most-cited-articles</a> |

**MOOCs:**

| MOOCs | Website address                                                                                                                                                                     |
|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1     | <a href="https://www.mooc-list.com/tags/project-management">https://www.mooc-list.com/tags/project-management</a>                                                                   |
| 2     | <a href="https://www.coursera.org/specializations/project-management-tools-approachesskills">https://www.coursera.org/specializations/project-management-tools-approachesskills</a> |
| 3     | <a href="https://www.my-mooc.com/en/mooc/project-management-techniques-idbx-idb6-1x-0/">https://www.my-mooc.com/en/mooc/project-management-techniques-idbx-idb6-1x-0/</a>           |

| Programme: BBA CBCS – Revised Syllabus w.e.f. Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                             |                         |       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Course Code                                                                                                                                                                                                 | Course Title            |       |
| VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | BA02                                                                                                                                                                                                        | Multivariate Statistics |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                             | Soham Mohite_CDOE       |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Credits                                                                                                                                                                                                     | Evaluation              | Marks |
| DSE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 3                                                                                                                                                                                                           | IE:UE                   | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                             |                         |       |
| <ul style="list-style-type: none"> <li>To develop students' ability to apply multivariate statistics to solve real-world problems.</li> <li>To introduce students to the basic concepts and techniques of multivariate statistics.</li> <li>To provide students with the skills necessary to use statistical software to analyse multivariate data.</li> <li>To develop students' critical thinking skills when evaluating multivariate statistical results.</li> <li>To introduce students to emerging trends and applications of multivariate statistics.</li> </ul> |                                                                                                                                                                                                             |                         |       |
| <b>Course Outcomes: (CO)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                             |                         |       |
| CO1: Students will be able to apply descriptive multivariate statistics to summarize and visualize multivariate data.<br>CO2: Students will be able to define multivariate statistics and explain its importance.<br>CO3: Students will be able to build and evaluate multivariate regression models.<br>CO4: Students will be able to conduct multivariate analysis of variance (MANOVA).<br>CO5: Students will be able to classify and cluster multivariate data.                                                                                                    |                                                                                                                                                                                                             |                         |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Contents                                                                                                                                                                                                    |                         |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Unit 1: Introduction to Multivariate Statistics:</b> What is multivariate statistics? Why is multivariate statistics important?, Types of multivariate data, Applications of multivariate statistics     |                         |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Unit 2: Descriptive Multivariate Statistics:</b> Central tendency and dispersion measures for multivariate data, Data visualization for multivariate data, Principal component analysis, Factor Analysis |                         |       |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Unit 3: Multivariate Regression Analysis:</b> Simple and multiple regression analysis, Model building and selection Model evaluation and interpretation Logistic regression                              |                         |       |
| 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Unit 4: Multivariate Analysis of Variance (MANOVA):</b> One-way MANOVA, Two - way and higher order MANOVA, Repeated-measures MANOVA                                                                      |                         |       |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Unit 5: Multivariate Classification and Clustering:</b> Discriminant analysis, Cluster analysis                                                                                                          |                         |       |

**Reference Books:**

| Sr. No. | Name of the Author                        | Title of the Book                                    | Year Addition   | Publisher Company                            |
|---------|-------------------------------------------|------------------------------------------------------|-----------------|----------------------------------------------|
| 1       | Richard A. Johnson and Dean W. Wichern    | <b>Applied Multivariate Statistical Analysis</b>     | 1 January, 2012 | Prentice Hall India Learning Private Limited |
| 2       | Barbara G. Tabachnick and Linda S. Fidell | Using Multivariate Statistics by Barbara             | 10 April 2020.  | Pearson Education.                           |
| 3       | T. W. Anderson                            | An Introduction to Multivariate Statistical Analysis | 1 January, 2009 | Wiley India Private Limited                  |

**Online Resources:**

| Online Resources No. | Website address                                                                                                               |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------|
| 1                    | <a href="https://www.youtube.com/channel/UCtYLUtgS3k1Fg4y5tAhLbw">https://www.youtube.com/channel/UCtYLUtgS3k1Fg4y5tAhLbw</a> |
| 2                    | <a href="https://stats.oarc.ucla.edu/">https://stats.oarc.ucla.edu/</a>                                                       |
| 3                    | <a href="https://docs.tibco.com/data-science/textbook">https://docs.tibco.com/data-science/textbook</a>                       |

**MOOCs:**

| Resources No. | Website address |
|---------------|-----------------|
| 1             | Alisons         |
| 2             | Swayam          |

| Programme: BBA CBCS – Revised Syllabus w.e.f Year 2023–2024                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                          |       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                             | Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Course Title             |       |
| Sem VI                                                                                                                                                                                                                                                                                                               | EM 02                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Event Risk Management    |       |
| Name of Faculty                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Dr. Jagadish Patil_IMRDA |       |
| Type                                                                                                                                                                                                                                                                                                                 | Credits                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Evaluation               | Marks |
| DSE                                                                                                                                                                                                                                                                                                                  | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | IE:UE                    | 30:70 |
| <b>Course Objectives: (CO)</b>                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                          |       |
| <ul style="list-style-type: none"> <li>Describe fundamental concepts, nature and principles of Event Risk Management</li> <li>Identification and Measurement of Various Types of Event Risks</li> <li>Develop Strategies for management of Event Risks</li> <li>Understand Event Risk Insurance and Audit</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                          |       |
| <b>Learning Outcomes:</b>                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                          |       |
| <p>The student will be able to understand –</p> <p>CO1: Fundamental knowledge of event risk management.</p> <p>CO2: Exposure to the concepts, theories and practices in the field of Event Risk Management.</p> <p>CO3: Helps to develop strategic decisions for management of event risk.</p>                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                          |       |
| Unit                                                                                                                                                                                                                                                                                                                 | Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                          |       |
| 1                                                                                                                                                                                                                                                                                                                    | <b>Introduction to Event Risk Management</b> – Meaning, definitions, nature and scope of Event Risk Management, Need and Importance of Event Risk management. Managerial roles and skills required for Event Risk Management. Categories of Event Risk : Opportunity Risk, Risk of uncertainty, Risk of Hazards, Operational Risk, Risk of Injury Risk of Reputation, Risks of Financial Loss, Risk of Losing Facilities, Risk of Imprisonment                                                                      |                          |       |
| 2                                                                                                                                                                                                                                                                                                                    | <b>Event Risk Assessment</b> - Identification and measurement of different types of event Risks, Event and Production Equipment, Crowd Management, Children Attending or Participating management, Transport and Traffic Management, Staff and Volunteer Safety, Medical Assistance Requirements and management, Risk Insurance : Public Liability Insurance, Professional Indemnity Insurance, Players Insurance, Directors and Officers Liability Insurance, Event Insurance, Indemnity , Guarantee and Warrantee |                          |       |
| 3                                                                                                                                                                                                                                                                                                                    | <b>Methods of Identifying Risks</b> - Questionnaire, Organization Records, Flowcharting, Professional Expertise, On-site Investigations Risk Analysis and Prioritizing: Documenting Risk, The Risk Treatment Schedule                                                                                                                                                                                                                                                                                               |                          |       |
| 4                                                                                                                                                                                                                                                                                                                    | <b>Risk Management</b> – Event Crisis Management, Types of Crisis: Natural Crisis, Technological Crisis, Crisis of Malevolence, Crises of Organizational Misdeeds Conducting an Event Risk Audit: Fundamental of event Risk Audit, Scope of Event Risk Audit, Conduct of Event Risk Audit                                                                                                                                                                                                                           |                          |       |

**Reference Books:**

| Sr. No. | Name of the Author            | Title of the Book                | Year Addition                 | Publisher Company         |
|---------|-------------------------------|----------------------------------|-------------------------------|---------------------------|
| 1       | Peter E Tarlow                | Event Risk Management and Safety | 2002                          | Wiley                     |
| 2       | Dr. Vineet Gera               | Art of Event Management          | 2017, 2 <sup>nd</sup> Edition |                           |
| 3       | Annie Stephen, M r. Hariharan | Event Management                 |                               | Himalaya Publishing House |

**MOOCs:**

| MOOCS | Website address                                                                                                                                                                                                     |
|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1     | <a href="https://www.coursera.org/learn/events-management">https://www.coursera.org/learn/events-management</a>                                                                                                     |
| 2     | <a href="https://www.udemy.com/topic/event-planning/">https://www.udemy.com/topic/event-planning/</a>                                                                                                               |
| 3     | <a href="https://aaftonline.com/diploma-in-event-management">https://aaftonline.com/diploma-in-event-management</a>                                                                                                 |
| 4     | <a href="https://www.shiksha.com/online-courses/event-management-courses-certification-training-st593-tg353">https://www.shiksha.com/online-courses/event-management-courses-certification-training-st593-tg353</a> |

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| Programme: BBA CBCS– Revised Syllabus w.e.f.-Year2023 –2024                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                          |                            |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                   | Course Code                                                                                                                                                                                                                                                                                                                              | Course Title               |       |
| VI                                                                                                                                                                                                                                                                                                                                                                                                                                         | HM02                                                                                                                                                                                                                                                                                                                                     | Tour Operations Management |       |
|                                                                                                                                                                                                                                                                                                                                                                                                                                            | Prepared By                                                                                                                                                                                                                                                                                                                              | Sailesh G_BVHMCT           |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                                                                                                             | Credits                                                                                                                                                                                                                                                                                                                                  | Evaluation                 | Marks |
| DSE                                                                                                                                                                                                                                                                                                                                                                                                                                        | 03                                                                                                                                                                                                                                                                                                                                       | IE:UE                      | 30:70 |
| Course Objectives:                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                          |                            |       |
| <ul style="list-style-type: none"> <li>To understand basic Tour Operation Management.</li> <li>To study various areas such as the basics of tourism, tourism destination, entire basics of tourism, geography,</li> <li>To have understanding of Basic tourism marketing, communication and other areas under tourism. □ To impart knowledge about various operational aspects of handling tourism operation</li> </ul>                    |                                                                                                                                                                                                                                                                                                                                          |                            |       |
| Course Outcomes:                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                          |                            |       |
| CO1: At the successful completion of the course the learner will be able to CO2:<br>Able to understand basic evolution and development of tourism industry.<br>CO3: Assess managerial practices required for handling tourism services and operations.<br>CO4: To develop skills to handle travel agency, tour operators and its functions.<br>CO5: Able to explain basic tourism policy and planning and to understand impacts on tourism |                                                                                                                                                                                                                                                                                                                                          |                            |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                       | Sub Unit                                                                                                                                                                                                                                                                                                                                 |                            |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                          | Introduction to Tourism Industry :Understanding Tourism, Historical Evolution and Development , Tourism System, Constituents of Tourism Industry and Tourism Organizations, Tourism Regulations, Biodiversity, Seasonality and Destinations, Maps and Chart Work, Cultural Heritage – Living Culture and Performing Arts, Use of History |                            |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                          | Basics Tourism Service and Operations with Marketing and Communication : Tourism Services and Operation - Modes of Transport, Tourist Accommodation, Informal Services in Tourism, Subsidiary Services, Travel Agency, Tour Operations, Guides and Escorts, Tourism Marketing, Role of Media, Communication Skills                       |                            |       |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                                          | Tour Operation Planning,Policy and its impact : Tourism Planning and Policy - Infrastructural Development, Local Bodies, Officials and Tourism, Development, Dependency and Manila Declaration Economic Impact, Social, Environmental and Political Impacts, Threats and Obstacles to Tourism                                            |                            |       |



**Appendix:****Reference Books:**

| Sr. No. | Name of the Author                                      | Title of the Book                             | Year of Edition                   | Publisher                  |
|---------|---------------------------------------------------------|-----------------------------------------------|-----------------------------------|----------------------------|
| 01      | Sunetra Roday,<br>Archana<br>Biwal and Vandana<br>Joshi | Tourism Operations<br>and<br>Management       | 25 <sup>th</sup> March 1990       | Oxford Press               |
| 02      | Sampad Kumar<br>Swain                                   | Tourism Principles and<br>Practices           | 24 <sup>th</sup> November<br>2011 | Oxford Press               |
| 03      | Akhil Bali                                              | Tourism and Travel<br>Management              |                                   | Notion<br>Press            |
| 04      | Arvind Kumar                                            | Travel Agency Management<br>& Operations      | 29 <sup>th</sup> August 2019      | Walnut<br>Publication<br>s |
| 05      | Saryu Doshi                                             | Aspects of the<br>Performing Arts of<br>India | 1993                              | Marg<br>Publications       |

**Online Resources:**

| Online Resource No. | Website address                                                                         |
|---------------------|-----------------------------------------------------------------------------------------|
| 1                   | <a href="https://onlinecourses.swayam.2.ac.in">https://onlinecourses.swayam.2.ac.in</a> |

**MOOCs:**

| Resource No. | Website address                                               |
|--------------|---------------------------------------------------------------|
| 1            | <a href="https://www.my-mooc.com">https://www.my-mooc.com</a> |

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**Elective: Marketing Management**

| Programme: BBA CBCS– Revised Syllabus w.e.f.- Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                             |                                       |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Course Code                                                                                                                                                                                                                                                                                                                 | Course Title                          |       |
| VII                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | MK0 3                                                                                                                                                                                                                                                                                                                       | Sales & Distribution Management & B2B |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                             | Dr. Pritam Kothari_AKIMS              |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Credits                                                                                                                                                                                                                                                                                                                     | Evaluation                            | Marks |
| DSE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 03                                                                                                                                                                                                                                                                                                                          | IE:UE                                 | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                             |                                       |       |
| <ul style="list-style-type: none"> <li>To help students understand the Sales &amp; Distribution functions as integral part of marketing functions in a business firm, Globalization, increased competition, rapid changes in communication and information technology</li> <li>To develop higher level of customer orientation for efficient sales and distribution management.</li> </ul>                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                             |                                       |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                             |                                       |       |
| <p>After completing the course the students shall be able to</p> <p>CO1: The ability to create value and execute sales deals effectively</p> <p>CO2: The strategic skill and competencies needed for achieving sales targets</p> <p>CO3: The ability to avoid common mistakes made by sales professionals and negotiators</p> <p>CO4: The ability to work with people with different backgrounds, expectations, and values</p> <p>CO5: To understand and assess the challenges of turbulent business marketing</p> <p>CO6: To evaluate and design sustainable sales &amp; distribution strategies</p> |                                                                                                                                                                                                                                                                                                                             |                                       |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Sub Unit                                                                                                                                                                                                                                                                                                                    |                                       |       |
| <b>1</b><br><b>Introduction to Sales Management</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Nature and Importance of sales management, emerging trends in sales management, Objectives of personal selling, Personal selling process, Role and skills of sales manager,                                                                                                                                                 |                                       |       |
| <b>2</b><br><b>Sales Planning &amp; Organization</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Introduction, Need for Sales Organizations, their structure, Sales forecasting: meaning, methods of sales forecasting- quantitative and qualitative methods.                                                                                                                                                                |                                       |       |
| <b>3</b><br><b>Sales Force Management</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Sales Job Analysis, Recruitment & Selection, Sales Training – Need & Types, Sales Force Compensation Structure & Motivation Tools, Sales force performance appraisal                                                                                                                                                        |                                       |       |
| <b>4</b><br><b>Sales quotas</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Need and importance of sales quotas , types of sales quotas, , Sales Territories, Sales Control Techniques- Sales analysis, Sales Audit.                                                                                                                                                                                    |                                       |       |
| <b>5</b><br><b>Distribution Management</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Introduction, need and scope of distribution management, marketing channels strategy, levels of channels, functions of channel partners, channel flows, Channel Intensity, classification of distribution channels, types of channel intermediaries, , factors affecting the design of marketing channels, Channel Conflict |                                       |       |

**Reference Books:**

| Sr. No. | Name of the Author                     | Title of the Book                               | Year Edition | Publisher Company              |
|---------|----------------------------------------|-------------------------------------------------|--------------|--------------------------------|
| 1       | Krishna K. Havaladar, Vasant M. Cavale | Sales & Distribution Management                 |              | Tata McGrawHill Latest Edition |
| 2       | David Jobber, Geoffrey Lancaster       | Selling & Sales Management                      |              | Pearson Latest Edition         |
| 3       | Dr. S. L. Gupta                        | Sales & Distribution Management                 |              | Excel Latest Edition           |
| 4       | Johnson F.M., Kurtz D.L., Scheuing E.E | Sales Management: Concepts, Practice, and Cases |              | Tata McGrawHill Latest Edition |
| 5       | William L. Cron, Thomas E. DeCarlo     | Sales Management                                |              | Wiley Latest Edition           |

**Online Resources:**

| Online Resources No. | Web site address                                                                                                                                                                    |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                    | <a href="https://study.sagepub.in">https://study.sagepub.in</a>                                                                                                                     |
| 2                    | <a href="https://www.classcentral.com/course/swayam-sales-and-distribution-management-12987">https://www.classcentral.com/course/swayam-sales-and-distribution-management-12987</a> |
| 3                    | <a href="https://www.salesbabu.com/blog/crm-for-sales-distribution-management/">https://www.salesbabu.com/blog/crm-for-sales-distribution-management/</a>                           |

**MOOCs:**

| Resources. | Web site address                                                                                                                            |
|------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| 1          | <a href="https://swayam.gov.in/courses/147-principals-of-marketing-mgmt">https://swayam.gov.in/courses/147-principals-of-marketing-mgmt</a> |
| 2          | <a href="https://www.coursera.org/browse/business/marketing">https://www.coursera.org/browse/business/marketing</a>                         |
| 3          | <a href="https://www.mooc-list.com/tags/marketing">https://www.mooc-list.com/tags/marketing</a>                                             |
| 4          | <a href="https://www.bestmarketingdegrees.org/best-moocs-marketing">https://www.bestmarketingdegrees.org/best-moocs-marketing</a>           |

**Elective: Financial Management**

| Programme: BBA CBCS – Revised Syllabus w.e.fYear 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                         |                     |       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Course Code                                                                                                                                                                                                                                                                                                                                                             | Course Title        |       |
| Sem VII                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | FM03                                                                                                                                                                                                                                                                                                                                                                    | Corporate Finance   |       |
| Prepared by                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                         | Dr. R. D. Patil_FMS |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Credits                                                                                                                                                                                                                                                                                                                                                                 | Evaluation          | Marks |
| DSE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 03                                                                                                                                                                                                                                                                                                                                                                      | IE:UE               | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                         |                     |       |
| <ul style="list-style-type: none"> <li>To understand financial decision making in corporations</li> <li>To analyse investment opportunities</li> <li>To evaluate financial options</li> <li>To comprehend risk management strategies</li> <li>To apply financial tools to maximize shareholders value.</li> </ul>                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                         |                     |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                         |                     |       |
| CO1: Students will understand the importance to Corporate Finance in Business Management.<br>CO2: It will create awareness among the students about various financial sources with their merits and demerits.<br>CO3: It will help the students to analyse investment proposals on different ground.<br>CO4: Students will understand the impact on financial and operational decisions of cost of capital.<br>CO5: Students will learn how to analyse the financial statement and interpret the financial results. |                                                                                                                                                                                                                                                                                                                                                                         |                     |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Contents                                                                                                                                                                                                                                                                                                                                                                |                     |       |
| <b>1<br/>Introduction to Corporate Finance</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <ul style="list-style-type: none"> <li>Meaning of Corporate Finance</li> <li>Scope and Importance of Corporate Finance</li> <li>Goals of Financial Management</li> <li>Role of Finance Manager</li> <li>Organization of Finance Functions</li> </ul>                                                                                                                    |                     |       |
| <b>2 Sources of Corporate Finance</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <ul style="list-style-type: none"> <li>Equity Share Capital, Preference Share Capital, Debenture, Public Deposits, Venture Capital.</li> <li>Institutional Finance</li> <li>International Sources of Finance: ADR, GDR, ECB, FCCB, FDI and FII</li> </ul>                                                                                                               |                     |       |
| <b>3<br/>Capital Budgeting</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <ul style="list-style-type: none"> <li>Features and Significance of Capital Budgeting.</li> <li>Problems and Difficulties of Capital Budgeting.</li> <li>Techniques of Evaluations (Theory &amp; Practical) – Payback Period, Discounted Pay Back Period, Accounting Rate of Return, Net Present Value, Profitability Index Method, Internal Rate of Return.</li> </ul> |                     |       |
| <b>4<br/>Management of Earning and Capital Structure</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <ul style="list-style-type: none"> <li>Dividends and Retained Earning.</li> <li>Factors affecting Dividends decisions</li> <li>Concept and Importance of Capital Structures, Factors affecting Capital Structure</li> </ul>                                                                                                                                             |                     |       |
| <b>5 Financial Statement Analysis and Corporate Governance</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <ul style="list-style-type: none"> <li>Techniques of Financial Analysis</li> <li>Funds Flow Analysis and Cash Flow Analysis (Theory and Problems)</li> <li>Study of Annual Report – Understanding contents and disclosures.</li> </ul>                                                                                                                                  |                     |       |

**Reference Books**

| Sr. No. | Name of the Author                | Title of the Book               | Year Edition | Publisher Company |
|---------|-----------------------------------|---------------------------------|--------------|-------------------|
| 1       | Narendra Agrawal, Stephen A Smith | Retail supply Chain Management  | 2015         | Springer          |
| 2       | John Fernie, leigh Sparks         | Logistics and Retail management | 2014         | KoganPage         |
| 3       | James B Ayers, Mary Ann Oddgaard  | Retail supply Chain Management  | 2018         | CRC Press         |

**Online Resources**

| Online Resources | Website address                                                                                                                                                                                                                                     |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                | <a href="https://logisticsviewpoints.com/2023/06/01/top-6-retail-trends-supply-chain-planning-challenges-in-2023/">https://logisticsviewpoints.com/2023/06/01/top-6-retail-trends-supply-chain-planning-challenges-in-2023/</a>                     |
| 2                | <a href="https://www.mckinsey.com/~media/mckinsey/dotcom/client_service/retail/articles/future_of_retail_supply_chains.ashx">https://www.mckinsey.com/~media/mckinsey/dotcom/client_service/retail/articles/future_of_retail_supply_chains.ashx</a> |
| 3                | <a href="https://www.91squarefeet.com/formats-of-retail/">https://www.91squarefeet.com/formats-of-retail/</a>                                                                                                                                       |

**MOOCs**

| MOOCs | Website address |
|-------|-----------------|
| 1     | coursera        |
| 2     | alison          |
| 3     | swayam          |

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**Elective: Human Resource Management**

| Programme: BBA CBCS – Revised Syllabus w.e.f. Year 2023–2024                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                        |                                    |         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|---------|
| Semester                                                                                                                                                                                                                                                         | Course Code                                                                                                                                                                                                                                                                                            | Course Title                       |         |
| VII                                                                                                                                                                                                                                                              | HR(E)03                                                                                                                                                                                                                                                                                                | Management of Industrial Relations |         |
| Prepared by                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                        | Dr. Pravin Mane_IMED               |         |
| Type                                                                                                                                                                                                                                                             | Credits                                                                                                                                                                                                                                                                                                | Evaluation                         | Marks   |
| DSE                                                                                                                                                                                                                                                              | 3                                                                                                                                                                                                                                                                                                      | IE : UE                            | 30 : 70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                        |                                    |         |
| <ul style="list-style-type: none"> <li>Learners will be able to understand the meaning of industrial relations, dispute and role of trade unions.</li> <li>Also they will be exposed to the concept and process of grievances and grievance handling.</li> </ul> |                                                                                                                                                                                                                                                                                                        |                                    |         |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                        |                                    |         |
| After completing the course, the students shall be able to<br>Students will be able to apply the principles of industrial relations to the current scenarios.                                                                                                    |                                                                                                                                                                                                                                                                                                        |                                    |         |
| Unit                                                                                                                                                                                                                                                             | Contents                                                                                                                                                                                                                                                                                               |                                    |         |
| 1                                                                                                                                                                                                                                                                | Meaning and definition of industrial relations (IR), objectives and scope of Industrial relations, parties of IR, Evolution of IR in India, Conditions for congenial IR.                                                                                                                               |                                    |         |
| 2                                                                                                                                                                                                                                                                | Trade unions – concept, evolution and functions, types and structure of trade unions, formation of trade unions in India, problems of trade unions.                                                                                                                                                    |                                    |         |
| 3                                                                                                                                                                                                                                                                | Industrial disputes – concept, classification and causes, strikes, types of strikes, lockouts. Impact of industrial disputes.                                                                                                                                                                          |                                    |         |
| 4                                                                                                                                                                                                                                                                | Grievance – meaning and definition, causes of grievances, procedure of grievance redressal. Disciplinary action – needs, meaning, aspects of disciplinary procedure. Domestic enquiry.                                                                                                                 |                                    |         |
| 5                                                                                                                                                                                                                                                                | Settlement of industrial disputes, statutory methods as per industrial disputes act 1947, formation of works committee, functions of works committee, conciliation, meaning of conciliation, conciliation officer, voluntary and compulsory conciliation. Arbitration, Adjudication- types and process |                                    |         |

**Reference Books:**

| Sr. No. | Name of the Author | Title of the Book                                   | Publisher Company                           |
|---------|--------------------|-----------------------------------------------------|---------------------------------------------|
| 1       | Venkataraman, C.S, | Indian Industrial Relations                         | National Institute of Personnel Management. |
| 2       | Mamoria & Mamoria  | Dynamics of Industrial Relations in India           | Himalaya Publishing House                   |
| 3       | Sharma A.M         | Aspects and legal frame work of Industrial Relation | Himalaya Publishing House                   |

**Online Resources**

| Resources No. | Web site address                                                                                                                              |
|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| 1             | <a href="http://www.pondiuni.edu.in/storage/dde/downloads/hrmiii_irm.pdf">http://www.pondiuni.edu.in/storage/dde/downloads/hrmiii_irm.pdf</a> |

**MOOCS**

| No. | Web site address |
|-----|------------------|
| 1   | Swayam           |

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**Elective: International Business Management**

| Programme: BBA CBCS – Revised Syllabus w.e.f. Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                             |                         |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Course Code                                                                                                                                                                                                                                                                                                                 | Course Title            |       |
| VII                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | IB 03                                                                                                                                                                                                                                                                                                                       | International Marketing |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                             | Dr. V. V. Desai_IMK     |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Credits                                                                                                                                                                                                                                                                                                                     | Evaluation              | Marks |
| DSC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 03                                                                                                                                                                                                                                                                                                                          | IE:UE                   | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                             |                         |       |
| <ul style="list-style-type: none"> <li>To develop an advanced understanding of the international marketing environment, the international marketing mix, and international marketing strategy.</li> <li>To open business to larger, international audiences. On a brand level, international marketing is an opportunity for wider exposure, product awareness, and increased sales.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                             |                         |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                             |                         |       |
| <p>CO1: Business persons have the responsibility to understand the complexities of global markets, but many have only studied their own home country's business practices. This course will give an outline to understand international marketing.</p> <p>CO2: Examining how companies enter international markets and their choices in standardizing or adapting the marketing mix.</p> <p>CO3: Students will be able to demonstrate an understanding of fundamental concepts of product and brand. Analyze global business opportunities and its implications on a firm's product and branding strategy.</p> <p>CO4: Students will learn to experience an unfamiliar market setting, build skills in using online international databases. Also measure and critically evaluate the communication effects and results with the help of International Marketing Research.</p> <p>CO5: Understanding quality issues related to global marketing and distribution of products.</p> <p>CO6: The course would develop a general perspective about managing international business both in operational as well as strategic context</p> |                                                                                                                                                                                                                                                                                                                             |                         |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Contents                                                                                                                                                                                                                                                                                                                    |                         |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Introduction to International Marketing<br>Meaning and Definition, Nature and scope of international Marketing, · Domestic Marketing V/s International Marketing. · Environmental Analysis and its Techniques · Challenges and Opportunities in International Marketing.                                                    |                         |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | International Product and Pricing strategies<br>Adoption and Standardisation - Factors encouraging adoption and standardisation · Global Branding Decisions · Packaging Strategies · CIF,FOB Pricing, · Determinants of Pricing · International pricing strategies · International Price Quotation and Payments Conditions. |                         |       |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | International Marketing Communication and Distribution System<br>Integrated Marketing Communication Process · Modes of IMC-Tools and Techniques · International Marketing Channels-Types · Distribution Logistics and Supply Chain Management                                                                               |                         |       |
| 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Planning for International Marketing:<br>Market Research and Information systems- Meaning, needs and Scope · Process of International Marketing Research · Determinants of Market Selection · Market Analysis and Foreign Market Entry strategies                                                                           |                         |       |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Global Quality Standards<br>Quality Issues in Global Markets · Global quality standards · International Agencies · Quality Issues for Indian Products in International Markets                                                                                                                                              |                         |       |



| Sr. No. | Name of the Author                 | Title of the Book                              | Year Addition | Publisher Company               |
|---------|------------------------------------|------------------------------------------------|---------------|---------------------------------|
| 1       | K. Aswathappa                      | "International Marketing"                      | 2008          | Tata McGraw-Hill Education      |
| 2       | P. Kotler and S. Jha               | Global Marketing: A Decision-Oriented Approach | 2009          | Pearson Education               |
| 3       | Warren J. Keegan and Mark C. Green | Global Marketing                               | 2019          | Pearson Education               |
| 4       | Subhash C. Jain                    | International Marketing                        | 2022          | Cengage Learning India Pvt. Ltd |

### Online Resources

| Online Resources | Website address                          |
|------------------|------------------------------------------|
| 1                | Exchange Control Manual-RBI Publications |
| 2                | Handbook of Export Import Procedure      |
| 3                |                                          |

### MOOCS

| MOOCS | Website address                                          |
|-------|----------------------------------------------------------|
| 1     | Management Skills for International Business (Coursera)  |
| 2     | Global Strategy: How the Global economy works (Coursera) |
| 3     | Foreign Trade Policies (Latest)                          |
| 4     | www.ie.port.com                                          |

**Elective : Production and Operational Management**

| Programme: BBA CBCS – Revised Syllabus w. e. f. Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                     |                                     |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Course Code                                                                                                                                                                                                                                                                                                         | Course Title                        |       |
| VII                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | PM03                                                                                                                                                                                                                                                                                                                | Logistics & Supply Chain Management |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                     | Dr. Nilesh Mate_SDE                 |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Credits                                                                                                                                                                                                                                                                                                             | Evaluation                          | Marks |
| DSE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 03                                                                                                                                                                                                                                                                                                                  | IE:UE                               | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                     |                                     |       |
| <ul style="list-style-type: none"> <li>To understand fundamentals of Logistics and Supply Chain Management.</li> <li>Develop a sound understanding of the important role of supply chain management in today's business environment.</li> <li>Apply knowledge to evaluate and manage an effective supply chain.</li> <li>Analyze and improve supply chain processes.</li> <li>Design a supply chain for the businesses</li> </ul>                                                                            |                                                                                                                                                                                                                                                                                                                     |                                     |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                     |                                     |       |
| <p>At the successful completion of course, the learner will be able to</p> <p>CO1. Understand the significance of Logistics and supply chain management in Businesses.</p> <p>CO 2. Apply various tools of Logistics and SCM for betterment of organizational efficiency.</p> <p>CO 3. Analyze the Demand through forecasting to plan the supply.</p> <p>CO 4. Evaluate Global Supply Chain Management.</p> <p>CO 5. Create supply chain strategies to achieve competitive advantage for the businesses.</p> |                                                                                                                                                                                                                                                                                                                     |                                     |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Contents                                                                                                                                                                                                                                                                                                            |                                     |       |
| <b>1.<br/>Introduction to Logistics and Supply Chain Management</b>                                                                                                                                                                                                                                                                                                                                                                                                                                          | Definition and significance of logistics and supply chain management<br>Historical evolution and development of supply chain management<br>Key stakeholders and their roles in the supply chain<br>Overview of supply chain flows (information, product, and cash)<br>Trends and challenges in modern supply chains |                                     |       |
| <b>2<br/>Supply Chain Strategy and Design</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Formulating supply chain strategies to achieve competitive advantage.<br>Supply chain network design and optimization<br>Role of technology and data analytics in supply chain design<br>Sustainability considerations in supply chain strategy                                                                     |                                     |       |
| <b>3<br/>Logistical Operations</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Procurement and supplier relationship management<br>Transportation modes and management<br>Inventory management techniques and principles<br>Distribution center operations and optimization<br>Lean and agile supply chain concepts                                                                                |                                     |       |
| <b>4.<br/>Demand Planning and Forecasting</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Demand forecasting methods and models<br>Forecast accuracy and error measurement. Collaborative demand planning and forecasting (CPFR)<br>Inventory replenishment strategies based on demand forecasts. Case studies on demand planning in real-world scenarios                                                     |                                     |       |
| <b>5.<br/>Global Supply Chain Management and Sustainability</b>                                                                                                                                                                                                                                                                                                                                                                                                                                              | Globalization and its impact on supply chains<br>Cross-border trade and international logistics<br>Risk management in global supply chains<br>Sustainable supply chain practices and corporate social responsibility (CSR)<br>Emerging trends in logistics and supply chain sustainability                          |                                     |       |

**Reference Books:**

| Sr. No. | Name of the Author                  | Title of the Book                                       | Year of Edition | Publisher Company                   |
|---------|-------------------------------------|---------------------------------------------------------|-----------------|-------------------------------------|
| 1       | Satish C. Ailawadi & Rakesh Singh   | Logistics Management                                    | 2005            | Prentice-Hallof India Pvt.L imited  |
| 2       | D K Agrawal                         | Logistics and Supply Chain Management                   | 2003            | Macmillan Publishers India Limited, |
| 3       | Janat Shah                          | Supply Chain Management-Text and Cases                  | 2009            | Pearson Education                   |
| 4       | Douglas Long                        | International Logistics: Global Supply Chain Management | 2003            | Springer US                         |
| 5       | Donald J. Bowersox & David J. Closs | Logistical Management                                   | 1996            | McGraw- Hill Companies              |
| 6       | Donald Waters                       | Logistics-An Introduction To Supply Chain Management    | 2003            | Palgrave Macmillan                  |

**Online Resources**

| Online Resources | Website address                                                  |
|------------------|------------------------------------------------------------------|
| 1                | <a href="http://www.poms.org">www.poms.org</a>                   |
| 2                | <a href="http://www.logisticsmgmt.com">www.logisticsmgmt.com</a> |
| 3                | <a href="http://www.ionlogistics.eu">www.ionlogistics.eu</a>     |

**MOOCs**

| MOOCS | Website address                                        |
|-------|--------------------------------------------------------|
| 1     | <a href="http://alison.com">alison.com</a>             |
| 2     | <a href="http://www.Coursera.org">www.Coursera.org</a> |
| 3     | <a href="http://www.Udemy.com">www.Udemy.com</a>       |
| 4     | <a href="http://Swayam.gov.in">Swayam.gov.in</a>       |

**Elective: Information Technology Management**

| BBA Semester VI                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                     |       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                | Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Course Title        |       |
| VII                                                                                                                                                                                                                                                                                                                                                                                                     | IT03                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | RDBMS with Oracle   |       |
|                                                                                                                                                                                                                                                                                                                                                                                                         | Prepared by                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Dr Swati Desai_IMED |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                    | Credits                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Evaluation          | Marks |
| DSE                                                                                                                                                                                                                                                                                                                                                                                                     | 03                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | IE:UE               | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                     |       |
| <ul style="list-style-type: none"> <li>To understand various concept of RDBMS.</li> <li>To understand the Structured Query Language and be able to use it with Oracle database.</li> <li>To understand Procedural Language SQL (PL/SQL) and be able to use it in conjunction with an Oracle database.</li> <li>To learn implementation of RDBMS concepts to real life problems to solve them</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                     |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                     |       |
| <p>At the end of this course, student should be able to:</p> <p>CO 1: Simple Query using sample datasets</p> <p>CO 2: Complex queries using SQL</p> <p>CO 3: Writing PL/SQL blocks</p> <p>CO 4: Implementation of RDBMS concepts</p>                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                     |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                    | Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                     |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Introduction to oracleRDBMS:</b><br>DBMS VS RDBMS, CODD's Rules, Introduction to Oracle: History, Features, Versions of oracle, introduction to oracle RDBMS, Tools of Oracle: SQL, SQL*Plus,SQL LForm,SQL Reports.                                                                                                                                                                                                                                                                                                                                                                                                                                    |                     |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                       | <b>SQL and Components of SQL</b><br>Defining a database in SQL, Components of SQL: DDL, DML, DCL, DQL, SQL query Rules, Data types, Keywords, Delimiters, Literals. DDL Commands – Defining a database in SQL, Creating table, changing table definition, removing table. Truncating Table. DML Commands- Inserting, updating, deleting data, DQL Commands: Select Statement with all options. Renaming table, Describe Command, Distinct Clause, Sorting Data in a Table, Creating table from a table, Inserting data from other table, Table alias, and Column alias.<br>Data Constraints: Primary key, Foreign Key, NOT NULL, UNIQUE, CHECK constraint |                     |       |
| 3                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Operators, Functions and Joins</b><br>Arithmetic, Logical, Relational, Range Searching, Pattern Matching, IN & NOT IN Predicate, all, % any, exists, not exists clauses, Set Operations: Union, Union All, Minus, Intersect.<br>Relating data through join concept. Simple join, equi join, non equi join, Self join, Outer join, Sub queries, Aggregate Functions , Numeric Functions, String Functions, Conversion functions, Date conversion functions, Date functions.                                                                                                                                                                             |                     |       |

|   |                                                                                                                                                                                                                                                                                                               |
|---|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 4 | <b>Database Objects</b><br>Index: Creating index, simple index, composite index, unique index, dropping indexes, multiple indexes on table, using rowid to delete duplicate rows from a table, Sequence: Creating sequence, altering sequence, dropping sequence. Views: Defining, modifying, deleting views. |
| 5 | <b>Introduction to PL/SQL</b> Introduction, Advantages, PL/SQL Block, PL/SQL Execution Environment, PL/SQL Character set, Literals, Data types, Variables, Constants, Displaying User Message on screen, Conditional Control in PL/SQL                                                                        |

**Reference Books:**

| Reference Books (Publisher) | Name of the Author | Title of the Book                                             | Year Edition            | Publisher Company |
|-----------------------------|--------------------|---------------------------------------------------------------|-------------------------|-------------------|
| 1 – National                | P.S.Deshpande      | SQL for oracle 9i                                             | 3 <sup>rd</sup> Edition | Dream tech Press  |
| 2 – International           | Ivan Bayross       | PL/SQL The Programming Language of Oracle 3rd Revised Edition | 3 <sup>rd</sup> Edition | BPB Publication   |

**Online Resources**

| Online Resources No | Web site address                                                                                        |
|---------------------|---------------------------------------------------------------------------------------------------------|
| 1                   | <a href="https://www.w3schools.com/sql/">https://www.w3schools.com/sql/</a>                             |
| 2                   | <a href="https://www.tutorialspoint.com/sql/index.htm">https://www.tutorialspoint.com/sql/index.htm</a> |
| 3                   | <a href="https://www.javatpoint.com/sql-tutorial">https://www.javatpoint.com/sql-tutorial</a>           |

**MOOCs**

| Resources No | Web site address                                                                                                                                                          |
|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1            | <a href="https://www.coursera.org/learn/intro-sql">https://www.coursera.org/learn/intro-sql</a>                                                                           |
| 2            | <a href="https://www.coursera.org/projects/introduction-to-relational-database-and-sql">https://www.coursera.org/projects/introduction-to-relational-database-and-sql</a> |
| 3            | <a href="https://www.coursera.org/projects/intermediate-rdb-sql">https://www.coursera.org/projects/intermediate-rdb-sql</a>                                               |

**Elective: Agribusiness Management**

| Programme: BBA CBCS – Revised Syllabus w.e.f. Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                          |       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                         | Course Title                                             |       |
| VII                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | AM03                                                                                                                                                                                                                                                                                                                                                                                                                                                | Use of Information Technology in Agribusiness Management |       |
| Prepared by                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Dr. Deepali Pisal_IMED                                   |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Credits                                                                                                                                                                                                                                                                                                                                                                                                                                             | Evaluation                                               | Marks |
| DSC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 03                                                                                                                                                                                                                                                                                                                                                                                                                                                  | IE:UE                                                    | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                          |       |
| <ul style="list-style-type: none"> <li>Gain a solid understanding of core concepts of ICT in agriculture, with a focus on used cases and potential impact.</li> <li>Learn about digital tools enhancing on-farm productivity.</li> <li>Understand how to empower small holder farmers through ICT/Digital Tools in market access and financial services.</li> <li>Gain awareness of the forward-looking technologies and their scope in agriculture – artificial intelligence, remote sensing, crowd sourcing, and big data analytics.</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                          |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                          |       |
| CO1: To understand the basic concepts of Data Analysis in agriculture, with a focus on used cases.<br>CO2: To understand role of ICT in Agriculture.<br>CO3: To understand AI, GIS, MIS and Knowledge Management.                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                          |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Contents                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                          |       |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Introduction to Computers: Types of Computer systems, Basic Computer operations, Networks: Internet, Intranet and Extranet Applications, Functional units of Computers, Practical data processing application in business, and Computer applications in various areas of business.                                                                                                                                                                  |                                                          |       |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | The Software: Software types, Systems Software, Classification of Operating System, Application Software, Introduction to Programming Language, Types of Programming Languages. Introduction to Microsoft Office, working with MS Word, MS Excel, MS Power point, Data Base, Data Base Management System.                                                                                                                                           |                                                          |       |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Internet, Security and E-Commerce: Introduction, History and Core features of the Internet, Internet Applications, Internet and World Wide Web, Extranet and E-mail, Mobile Computing, Electronic Commerce, Types of E-Commerce and their utilities                                                                                                                                                                                                 |                                                          |       |
| 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Management Information Systems: Introduction to MIS, Principles of MIS, Characteristics, functions, structure & Classification of MIS, information for decisions; strategic importance of MIS, MIS in Manufacturing, Marketing, Finance Human Resource Management, Materials & Project Management; ERP: CRM                                                                                                                                         |                                                          |       |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Managing Knowledge: Introduction to Knowledge Management, Organizational Learning and Memory, knowledge management activities, Approaches to Knowledge management, Information Technology in Knowledge Management, knowledge Management Systems implementation, Roles of people in knowledge management, Managerial Issues in Knowledge Management.                                                                                                 |                                                          |       |
| 6                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Corporate Performance Management and Business Intelligence: A framework of Business Intelligence: Concepts and Benefits, Business Analytics: Online analytical processing reporting and querying, Data Text Web mining and Predictive Analytics, Data Visualization, Geographical Information Systems and virtual reality, Real time business intelligence and competitive Intelligence, Business Performance Management Scorecards and Dashboards. |                                                          |       |

**Elective: Retail Management**

| Programme: BBA CBCS–Revised Syllabus w.e.f.-Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |             |                                        |       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|----------------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Course Code | Course Title                           |       |
| VII                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | R03         | Merchandising, Display and Advertising |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |             | Mr. Akhilesh Jadhav_IMRDA              |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Credits     | Evaluation                             | Marks |
| DSE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 03          | IE:UE                                  | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |             |                                        |       |
| <p>The objective of this course on Merchandising Display and Advertising is to equip students with a comprehensive understanding and practical skills in the creation, implementation, and evaluation of merchandising and advertising strategies in the retail sector. The course aims to:</p> <ul style="list-style-type: none"> <li>• Introduce the concepts and historical evolution of retail merchandising and advertising, emphasizing their role and significance in the modern business landscape.</li> <li>• Develop the ability to design and execute effective merchandising displays using fundamental principles of design and display techniques to enhance consumer experience and sales.</li> <li>• Provide insights into the strategic selection and management of promotional mixes, leveraging both traditional and digital platforms to communicate the store's brand and maximize market reach.</li> <li>• Foster skills in planning, developing, implementing, and evaluating advertising campaigns, integrating both online and offline efforts to achieve comprehensive market penetration and brand cohesion.</li> </ul> |             |                                        |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |             |                                        |       |
| <p>After completing the course the students shall be able to</p> <p>CO1: Demonstrate knowledge of the historical development of retail merchandising and advertising, understand evolving customer expectations, and appreciate the critical role of retail in the modern business ecosystem.</p> <p>CO2: Apply principles of design and display techniques to create attractive and strategic in-store and digital merchandising displays that effectively capture consumer interest and drive sales.</p> <p>CO3: Develop and execute communication strategies that effectively convey the store's brand identity and value proposition through a well-selected mix of promotional activities, leveraging both traditional and digital media.</p> <p>CO4: Exhibit proficiency in planning, budgeting for, implementing, and evaluating the effectiveness of advertising campaigns, utilizing both quantitative and qualitative metrics to inform future strategies.</p>                                                                                                                                                                           |             |                                        |       |

| Unit                                                  | Sub Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|-------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1<br>Introduction                                     | <p>Introduction to Merchandising and Advertising: Overview of the course, significance in the retail sector.</p> <p>History and Evolution of Retail Merchandising : Tracing the changes in merchandising practices over time.</p> <p>Stages of Merchandise Planning: Conceptualizing, planning, execution, and analysis.</p> <p>Developing a Merchandise Plan: Steps in creating a strategic plan for merchandise.</p> <p>Elements of Merchandise Management: Inventory management, selection, pricing strategies.</p> <p>Issues in Merchandise Management: Common challenges and strategic solutions.</p> <p>Implementing the Merchandise Plan: Execution steps, monitoring, and adjustments.</p> <p>Fundamentals of Merchandising : Core concepts and practices in merchandising.</p> |
| 2<br>Principles of Design and Display                 | <p>Basic Design Principles: Understanding color, balance, contrast, emphasis, and proportion.</p> <p>Merchandising Display Techniques: Techniques for effective window and in-store displays, layout strategies.</p> <p>Impact of Lighting, Color, and Texture: How these elements influence consumer perception.</p> <p>Role of Visual Merchandising and Advertising: Their importance in enhancing retail experience and sales.</p>                                                                                                                                                                                                                                                                                                                                                   |
| 3<br>Promoting the Store                              | <p>Elements of Promotion: Overview of promotional elements and their role in retail.</p> <p>Communicating the Image: Strategies to communicate store image and brand identity.</p> <p>Selection of Promotion Mix: Choosing the right mix of advertising, sales promotion, publicity, personal selling, and relationship marketing.</p> <p>Display Advertisement and Sales</p> <p>Promotion: Understanding different types of promotions, objectives, and management.</p> <p>Management of Sales Promotion &amp; Publicity: Strategies for effective promotion and publicity management.</p>                                                                                                                                                                                             |
| 4<br>Digital Merchandising and Advertising Strategies | <p>Introduction to Digital Merchandising Techniques: Virtual displays, e-commerce visuals, and their impact.</p> <p>Digital Advertising Platforms and Strategies: Leveraging social media, email marketing, and online advertising.</p> <p>Integrating Online and Offline Efforts: Ensuring coherence between digital and physical merchandising and advertising strategies.</p>                                                                                                                                                                                                                                                                                                                                                                                                        |



|                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|---------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>5</b><br>Implementing<br>and<br>Evaluating<br>Advertising<br>Campaigns | <p>Planning and Developing Advertising Campaigns: Setting objectives, targeting, budgeting, and media selection.</p> <p>Creating the Message and Creative Strategy: Crafting messages that resonate with the target audience.</p> <p>Implementation of Advertising Campaigns: Scheduling, deployment, and the use of technology in execution.</p> <p>Evaluating the Effectiveness of Campaigns: Using metrics and measurement techniques, analyzing feedback, and adjusting future strategies.</p> |
|---------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**Reference Books:**

| Sr.No. | Name of the Author                                        | Title of the Book                                   | Year Edition | Publisher Company                     |
|--------|-----------------------------------------------------------|-----------------------------------------------------|--------------|---------------------------------------|
| 1      | David Gilbert<br>Retail Marketing<br>Management           | David Gilbert Retail Marketing<br>Management        | -            | Pearson Education                     |
| 2      | Agarwal, Bansal,<br>Yadav & Kumar<br>Retail<br>Management | Agarwal, Bansal, Yadav &<br>Kumar Retail Management | --           | Pragati Prakashan,<br>W.K.Road, Merut |
| 3      | Andrew J.<br>Newman & Peter                               | Retailing Environment &<br>operations               | -            | Change learning                       |

**Online Resources:**

| Online Resources. | Website address                                                                                                                                                       |
|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                 | <a href="https://www.smartinsights.com/ecommerce/merchandising/online-merchandising/">https://www.smartinsights.com/ecommerce/merchandising/online-merchandising/</a> |
| 2                 | <a href="http://www.yotpo.com/blog/online-">http://www.yotpo.com/blog/online-</a>                                                                                     |
| 3                 | <a href="http://www.tickto.com/digital-displays-retail-">http://www.tickto.com/digital-displays-retail-</a>                                                           |

**MOOCs:**

| Resources. | Website address |
|------------|-----------------|
| 1          | Mooc.org        |
| 2          | Coursera        |
| 3          | Udemy           |

**Elective: Project Management**

| Programme: BBA CBCS – Revised Syllabus w.e.fYear 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                               |                         |       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Course Code                                                                                                                                                                                   | Course Title            |       |
| VII                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | PR03                                                                                                                                                                                          | Managing Large Projects |       |
| Prepared By                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                               | Dr. Pawan Kaul_IMR      |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Credits                                                                                                                                                                                       | Evaluation              | Marks |
| DSC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 3                                                                                                                                                                                             | IE:UE                   | 30:70 |
| <b>Course Objectives :</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                               |                         |       |
| <ul style="list-style-type: none"> <li>To understand the importance of project management in today's world.</li> <li>To understand the financial risks in projects.</li> <li>To learn about concept of CPM/PERT in project planning</li> <li>To understand the project risks, project monitoring and close out process in project</li> <li>To understand the latest software's used in the managing the project</li> </ul>                                                                                    |                                                                                                                                                                                               |                         |       |
| <b>Learning Outcomes :</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                               |                         |       |
| CO 1: Develop the understanding of a project organization and its scope and priorities.<br>CO 2: Identify, analyse, and refine project costs to produce a budget and control project costs<br>CO 3: Plan and manage the scope, cost, timing, and quality of the project, at all times focusing on project success as defined by the project stakeholders<br>CO 4: Monitor the project risks and closing of projects<br>CO 5: Understanding the practical application of software's for managing the projects. |                                                                                                                                                                                               |                         |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Contents                                                                                                                                                                                      |                         |       |
| 1<br>Overview of Project                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Concepts and attributes of Project, Project lifecycle and stake holders, Project Organization, WBS, Scope and priorities.                                                                     |                         |       |
| 2<br>Project Screening                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Project screening and selection , Project financial appraisal , detailed project report                                                                                                       |                         |       |
| 3<br>Project Planning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Time and cost estimates with AON and AOA conventions, Network analysis, Float analysis, Gantt chart and PERT Analysis                                                                         |                         |       |
| 4<br>Risk Assessment                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Risk concept and identification, risk assessment, prioritizing risks, risk response planning, Project tracking and control elements, Earned Value Management, project completion and handover |                         |       |
| 5<br>Project Management Software                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Introduction, Advantages of Using Project Management Software, Common Features Available In Most of the Project Management Software, Study of MS project or any other project management      |                         |       |

**Reference Books**

| Sr. No. | Name of the Author            | Title of the Book                                          | Year Edition | Publisher Company                            |
|---------|-------------------------------|------------------------------------------------------------|--------------|----------------------------------------------|
| 1       | Erik Larson and Clifford Gray | “Project Management: The Managerial Process”, 8th edition, | 2020         | McGraw Hill                                  |
| 2       | Pradeep Pai                   | Project Management                                         | 2019         | Pearson India Education services Pvt Limited |
| 3       | Nicholas & Steyn              | Project Management for Business , Engineering & Technology | 2012         | Elsevier                                     |

**Online Resources**

| Online Resources No. | Website address                                                                                                                                                                                             |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                    | <a href="https://en.wikipedia.org/wiki/Project_management">https://en.wikipedia.org/wiki/Project_management</a>                                                                                             |
| 2                    | <a href="https://www.pmi.org/about/learn-about-pmi/what-is-project-management">https://www.pmi.org/about/learn-about-pmi/what-is-project-management</a>                                                     |
| 3                    | <a href="https://www.simplilearn.com/tutorials/project-management-tutorial/project-planning">https://www.simplilearn.com/tutorials/project-management-tutorial/project-planning</a>                         |
| 4                    | <a href="https://hbr.org/2023/11/why-big-projects-fail-and-how-to-give-yours-a-better-chance-of-success">https://hbr.org/2023/11/why-big-projects-fail-and-how-to-give-yours-a-better-chance-of-success</a> |

**MOOCs:**

| ResourcesNo. | Websiteaddress                                                                                                                        |
|--------------|---------------------------------------------------------------------------------------------------------------------------------------|
| 1            | <a href="https://www.mooc-list.com/tags/project-management">https://www.mooc-list.com/tags/project-management</a>                     |
| 2            | <a href="https://www.coursera.org/courses?query=project%20management">https://www.coursera.org/courses?query=project%20management</a> |
| 3            | <a href="https://onlinecourses.nptel.ac.in/noc19_mg30/preview">https://onlinecourses.nptel.ac.in/noc19_mg30/preview</a>               |

**Elective: Business Analytics Management**

| Programme: BBA CBCS–Revised Syllabus w.e.f.-Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                     |                                  |       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | CourseCode                                                                                                                                                                                                                                                                                                                                                                                                          | CourseTitle                      |       |
| VII                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | BA 03<br>Prepared By                                                                                                                                                                                                                                                                                                                                                                                                | Data Warehousing and Data Mining |       |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                     | Dr. Sujata Mulik_IMED            |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Credits                                                                                                                                                                                                                                                                                                                                                                                                             | Evaluation                       | Marks |
| DSC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 3                                                                                                                                                                                                                                                                                                                                                                                                                   | IE:UE                            | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                     |                                  |       |
| <ul style="list-style-type: none"> <li>To introduce the basic concepts of Data Warehouse and Data Mining techniques.</li> <li>Examine the types of the data to be mined and apply pre-processing methods on raw data.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                     |                                  |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                     |                                  |       |
| CO1: Remembering the fundamentals of Database technology and its application in data warehousing and data mining.<br>CO2: Creating multi-dimensional data models using star, snowflake and fact constellation schemas<br>CO3: Understand the components, architecture and other important tools of data warehousing and data mining<br>CO4: Process raw data to make it suitable for various data mining algorithms.<br>CO5: Discover and measure interesting patterns from different kinds of databases<br>CO6: Apply the techniques of clustering, classification, association finding, feature selection and visualization to real world data. |                                                                                                                                                                                                                                                                                                                                                                                                                     |                                  |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Contents                                                                                                                                                                                                                                                                                                                                                                                                            |                                  |       |
| <b>1<br/>Introduction<br/>to<br/>Data<br/>Warehousing:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Data Warehousing, Difference between operational database system and data warehouse, characteristics of data warehousing Metadata, Importance of Metadata. Data Marts, Reasons for creating Data Marts, Building Data Marts: Top down Approach & Bottom up Approach, Data Warehouse Architecture, Three Tier Architecture. Data Warehouse Schema, Star, Snow Flake & Fact Constellation Schema. OLAP, Need for OLAP |                                  |       |
| <b>2<br/>Introduction<br/>to Data<br/>Pre- processing:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Importance, Objectives and Techniques, Data Cleaning, Data Integration, Data Transformation, Data Reduction                                                                                                                                                                                                                                                                                                         |                                  |       |
| <b>3<br/>Introduction<br/>to<br/>Data<br/>Mining</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Introduction, Need for Data Mining, KDD Process, Data Mining Architecture, Data Mining Functionalities, Data Mining Task Primitives, Integration of a Data Mining System with a Database or Data Warehouse System                                                                                                                                                                                                   |                                  |       |
| <b>4<br/>Mining<br/>Frequent<br/>Items<br/>and<br/>Associations</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Frequent Item Set, Closed Item Set, Association Rule Mining, Market Basket Analysis, Classification of Association Rules, Apriori Algorithm                                                                                                                                                                                                                                                                         |                                  |       |
| <b>5<br/>Classification<br/>and Prediction</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Classification & Prediction, Issues regarding classification & Prediction, Comparing Classification Methods, Classification by Decision Tree Induction                                                                                                                                                                                                                                                              |                                  |       |

|                                   |                                                                                                                                                         |
|-----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>6<br/>Cluster<br/>Analysis</b> | Introduction, Cluster Analysis, Types of Data in Cluster Analysis, Partitioning Methods: K-Means Method, Applications of data mining in various sectors |
|-----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|

**Attendance Policy****Reference Books**

| Sr.No. | NameoftheAuthor                   | TitleoftheBook                         | Year<br>Edition | Publisher<br>Company |
|--------|-----------------------------------|----------------------------------------|-----------------|----------------------|
| 1      | Jiawei Han and MichelineKamber    | Data Mining Concepts and Techniques    | 2011            | Harcourt India Pvt.  |
| 2      | Alex Berson, Stephen J. Smith     | Data Warehousing, Data Mining and OLAP | 2004            | McGrawHill           |
| 3      | D. Hand, H. Mannila, and P. Smyth | Principles of Data Mining              | 2011            | MIT Press            |

**Online Resources**

| OnlineResourcesNo. | Website address                                             |
|--------------------|-------------------------------------------------------------|
| 1                  | <a href="http://www.tutorials.com">www.tutorials.com</a>    |
| 2                  | <a href="http://www.quora.com">http://www.quora.com</a>     |
| 3                  | <a href="http://www.edureka.com">http://www.edureka.com</a> |

**MOOCs:**

| Resources No. | Website address  |
|---------------|------------------|
| 1             | NPTEL / Swayam   |
| 2             | www. edx.com     |
| 3             | www.coursera.com |

**Elective: Event Management**

| Programme: BBA CBCS – Revised Syllabus w.e.f. Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                               |                                           |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Course Code                                                                                                                                                                                                                                                                                                                   | Course Title                              |       |
| VII                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | EM03                                                                                                                                                                                                                                                                                                                          | Customer Relationship in Event Management |       |
| Prepared by                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                               | Dr. Aditi Malhotra_BVIMR                  |       |
| Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Credits                                                                                                                                                                                                                                                                                                                       | Evaluation                                | Marks |
| DSC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 3                                                                                                                                                                                                                                                                                                                             | IE & UE                                   | 30:70 |
| <b>Course Objectives: (CO)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                               |                                           |       |
| <ul style="list-style-type: none"> <li>Develop in students an ability to manage effective relationships with customers in a range of business settings.</li> <li>Develop a customer centric organization culture.</li> <li>Demonstrate how to build long-term customer relationships</li> <li>To gain formal and practical knowledge leading to possible careers in the field of event management, corporate communications, public relations.</li> <li>The course aims at making the students acquire an in-depth knowledge about the management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events.</li> </ul> |                                                                                                                                                                                                                                                                                                                               |                                           |       |
| <b>Learning Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                               |                                           |       |
| CO 1: Design, develop & integrate CRM mechanism in event management<br>CO 2: Demonstrate an understanding of CRM concepts, theories and value co- creations.<br>CO 3: Identify managerial opportunities and creating customer profiles by using segment targeting strategies<br>CO4: Understand the event management concepts and their practical applications with diverse event managing stakeholders.<br>CO5: Develop the event management and planning strategies using, multidimensional event management techniques.                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                               |                                           |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Contents                                                                                                                                                                                                                                                                                                                      |                                           |       |
| 1<br>Introduction to CRM:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Definition, Scope, Evolution and Transformation of Customers, Touch Point Analysis, Criticality of Customer Relationships. Benefits of Customer Relationships. Customer Value: Customer Relationship Style Types of customer Value, Value Co- creation.                                                                       |                                           |       |
| 2<br>CRM Framework                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | IDIC Framework, Ladder of Loyalty Customer Bonds, Customer Defections CRM Framework Lifetime Customer Value, Base Profit Analysis, Value Chain Analysis, Customer Defection. Customer Retention: Importance, Stages Measurement, Customer Expectations: Managing and Delivering.                                              |                                           |       |
| 3<br>Managing Customer Relationship                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Stages, Technique to Manage Relations, Custom Experience Management. Creating a Customer Profile; Knowing your Customers; Segmenting & Targeting Customers; Tools used for Segmenting & Targeting Customers. 7. Delivering the Customer Offer: Developing and Deploying CRM Strategy: CRM Program Life Cycle Building Blocks. |                                           |       |
| 4<br>Introduction to Event Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Event Planning, Ideation & Costing What are Event Creatives & Collaterals? Understanding Event Types, Corporate Events Incentives, Marketing & PR Event, Sports Events, Exhibition & Trade Fairs, Music Events & Concerts, Celebrity & Artist Management                                                                      |                                           |       |
| 5<br>Event Planning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Introduction to Event planning an management, Even Production, Role o event planner and Qualities of good event planner, Importance of organizing events and its component Techniques, Selections, Coordination, Creativity, Designing, Marketing, Sponsorships and Production of Special, Corporate and Sports Events        |                                           |       |

**Reference Books:**

| Sr. No. | Name of the Author                                                         | Title of the Book                            | Year Edition | Publisher Company                                            |
|---------|----------------------------------------------------------------------------|----------------------------------------------|--------------|--------------------------------------------------------------|
| 1       | Lynn Van Wagen & Brenda Carlos                                             | Event Management                             | 2020         | Pearson<br><u>ISBN 10: 0131149385 ISBN 13: 9780131149380</u> |
| 2       | Mallika Srivastava                                                         | Customer Relationship Management             | 2023         | Vikas                                                        |
| 3       | Customer Relationship Management: Emerging Concepts, Tools And Application | Jagdish N Sheth, Parvatiyar Atul, G Shainesh | -            | McGrawHill                                                   |

**Online Resources**

| Online Resources | Website address                                                                                                                                                                                                                                      |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                | <a href="https://weblibrary.miu.edu.my/upload/ebook/management%20and%20business/2018_Book_CustomerRelationshipManagement.pdf">https://weblibrary.miu.edu.my/upload/ebook/management%20 and business/2018_Book_CustomerRelationshipManagement.pdf</a> |
| 2                | <a href="https://www.uou.ac.in/sites/default/files/slm/HM-402.pdf">https://www.uou.ac.in/sites/default/files/slm/HM-402.pdf</a>                                                                                                                      |

**MOOCs:**

| MOOS | Website address                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1    | <ul style="list-style-type: none"> <li><a href="https://www.edx.org/search?q=Customer+Relationship+Management">https://www.edx.org/search?q=Customer+Relationship+Management</a></li> <li><a href="https://www.classcentral.com/search?q=customer%20relationship%20management">https://www.classcentral.com/search?q=customer%20relationship%20management</a></li> </ul>                                                                                                                                   |
| 2    | <ul style="list-style-type: none"> <li><a href="https://www.classcentral.com/search?q=event%20management">https://www.classcentral.com/search?q=event%20management</a></li> </ul>                                                                                                                                                                                                                                                                                                                          |
| 3    | <ul style="list-style-type: none"> <li><a href="https://www.edx.org/learn/project-management?hs_analytics_source=referrals&amp;utm_source=mooc.org&amp;utm_medium=referral&amp;utm_campaign=mooc.org-topics">https://www.edx.org/learn/project-management?hs_analytics_source=referrals&amp;utm_source=mooc.org&amp;utm_medium=referral&amp;utm_campaign=mooc.org-topics</a></li> <li><a href="https://www.edx.org/search?q=Event+Management">https://www.edx.org/search?q=Event+Management</a></li> </ul> |

**Elective: Hospitality Management**

| Programme: BBA CBCS– Revised Syllabus w.e.f.- Year 2023–2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                          |                                  |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|-------|
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Course Code                                                                                                                                                                                                                                                                              | Course Title                     |       |
| VII                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | HM 03                                                                                                                                                                                                                                                                                    | Hospitality Marketing Management |       |
| Prepared by                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                          | Dr. Sunita Shenge                |       |
| Type of Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Credits                                                                                                                                                                                                                                                                                  | Evaluation                       | Marks |
| DSE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 3                                                                                                                                                                                                                                                                                        | IE:UE                            | 30:70 |
| <b>Course Objectives:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                          |                                  |       |
| <ul style="list-style-type: none"> <li>The course aims to equip students with a comprehensive understanding of marketing principles, strategies for service management, customer value and satisfaction, consumer behavior, and effective communication and promotion techniques. Through an exploration of theoretical concepts and practical applications, students will learn to develop, implement, and evaluate marketing strategies in both goods and services sectors, with a focus on creating customer-oriented organizations that thrive in a globalized environment.</li> </ul> |                                                                                                                                                                                                                                                                                          |                                  |       |
| <b>Course Outcomes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                          |                                  |       |
| <p>After completing the course the students shall be able to</p> <p>CO1: Understand the Marketing Conceptual Framework &amp; Consumer Behaviour CO2: Analyze Customer Value, Satisfaction, and Service Quality</p> <p>CO3: Understand Consumer Behavior</p> <p>CO4: Implement Effective Promotion and Guest Handling Strategies CO5: Apply Knowledge Practically</p>                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                          |                                  |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Sub Unit                                                                                                                                                                                                                                                                                 |                                  |       |
| <b>1</b><br><b>Introduction</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <ul style="list-style-type: none"> <li>Marketing conceptual framework- marketing environment -customer oriented organization.</li> <li>Marketing interface with other functional are as marketing in a globalized environment .- Marketing Mix</li> </ul>                                |                                  |       |
| <b>2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <p>Definition - Difference between goods and Services - Characteristics of services - management strategies for service business</p> <ul style="list-style-type: none"> <li>- role of employees in service process</li> <li>- Internal marketing.</li> </ul>                             |                                  |       |
| <b>3</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <p>Customer Value and satisfaction</p> <ul style="list-style-type: none"> <li>- Five gap model of service quality - Benefits of service quality - Retaining customers, handling customer complaints - Relationship marketing - Monitoring and measuring customer satisfaction</li> </ul> |                                  |       |
| <b>4</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <p>Definition - Consumer Behaviour models - Factors affecting Consumer Behaviour - Cultural, Social, Personal, Psychological</p>                                                                                                                                                         |                                  |       |



|          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>5</b> | <p>Guest handling</p> <ul style="list-style-type: none"> <li>- special occasion - Adverting - promoting - merchandising food and beverage - overview identifying the media - Layout and design of advertisement - highlighting the message - Target audience</li> <li>- food and wine display - promoting room service - Telephone selling - persuasive and suggestive selling. Guest handling - identifying guest needs</li> <li>- Maintaining guest history card and records</li> <li>- Effective public relationship - Effective social skills - personalization.</li> </ul> <p>Special occasions - Type of special occasions - Creativity and Innovation - Special menu - planning – Co- ordinating the activities</p> |
|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**Reference Books:**

| Sr. No. | Name of the Author              | Title of the Book                  | Year Edition | Publisher Company          |
|---------|---------------------------------|------------------------------------|--------------|----------------------------|
| 1       | Philip Kotler, Bowen and Makens | Marketing for Hospitality& Tourism |              | Prentice -Hall Inc         |
| 2       | Neil Wearne                     | Hospitality Marketing              |              | Press Pvt Ltd. - Australia |

**Online Resources:**

| Online Resources No. | Web site address                                                                                                                                                                                                               |
|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                    | <a href="https://www.classcentral.com/course/edx-managing-marketing-in-thehospitality-and-tourism-industry-7332">https://www.classcentral.com/course/edx-managing-marketing-in-thehospitality-and-tourism-industry-7332</a> 2. |
| 2                    | <a href="https://study.com/academy/course/hospitality-marketing.htm">https://study.com/academy/course/hospitality-marketing.htm</a>                                                                                            |

**MOOCs:**

| Resources | Web site address |
|-----------|------------------|
| 1         | Swayam           |

\*\*\*

BV(DU) / CDOE



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**Tel.:** 07969470000, 020-24407264, 8055912895

**Website :** [bharativedyapeethonline.com](http://bharativedyapeethonline.com) | **Email :** [cdoe.support@bharativedyapeeth.edu](mailto:cdoe.support@bharativedyapeeth.edu),