

MAHARSHI DAYANAND SARASWATI UNIVERSITY, AJMER

FACULTY OF MANAGEMENT STUDIES

Syllabus

Bachelor of Business Administration (BBA)

BBA Part-I (Session- 2023-24)

Semester- I & II

BBA Part-I (Session- 2024-25)

Semester- III & IV

BBA Part-I (Session- 2025-26)

Semester- V & VI



**Maharshi Dayanand Saraswati University
Ajmer**

Bachelor of Business Administration (BBA)

1. Objective

BBA program of MaharshiDayanandSaraswati University, Ajmer shall be a three year program in six semester designed to create junior and middle level managers for the corporate world. BBA graduates shall also be eligible for graduating into higher degree of learning. BBA programme emphasizes on conceptual understanding, enhancing creativity and critical thinking to encourage logical decision making and innovation. Regular formative assessment for learning, full equity, synergy in curriculum across all levels of education so that a multidisciplinary and holistic education is instilled in every individual. The BBA level education should also prepare learner to take up self-employment in a chosen area of expertise.

2. Programme

BBA program is designed as a six semester program spread over a three year period.

3. BBA Programme Outcome

The BBA Programme will enable the student to:

- * Understand the businesses with environmental, legal, social and governance perspective.
- * Get the knowledge and requisite skills in different functional areas of management like human resource, finance, operations and marketing to give a holistic understanding of a business system.
- * Equip the students with knowledge related to qualitative and quantitative techniques for critical thinking and problem solving.
- * Inculcate global view of the industrial and organizational establishments and their functions for taking viable decisions as managers in international business setting.
- * Provide practical industrial exposure to the students to gain managerial competencies and business acumen while attaining a holistic understanding of a business/industry.

4. Eligibility

- a. Candidate seeking admission to BBA program shall have passed XII (10+2) standard of CBSE or Rajasthan Board of Secondary Education or from any board of education in India or abroad recognised equivalent ther to in any discipline (Science, Arts, Commerce etc.) with at least 50% marks (45% for SC/ST/OBC) marks in aggregate or as per the orders/guidelines of the competent authority from time to time.
- b. Candidates who have appeared or are going to appear in XII examination may also apply for BBA program for the coming academic session. Admission of such candidates shall remain provisional until the specified date of that year, and if s/he fails to submit her/his marks sheet showing that s/he has passed XII examination with at least 50% marks (45% for SC/ST/OBC) marks in aggregate or as per the orders/guidelines of the competent authority from time to time, her/his admission shall stand cancelled.

5. Admission

Admission procedure to BBA program shall be determined by relevant authorities/ University.

6. Program Outcome

PO1 : After completing three years for Bachelors of Business Administration (BBA) program, students would be able to develop an understanding of corporate world and various business functions.

PO2: The program will enable students to develop critical and analytical thinking abilities to analyze relevant factors that influence decisionmaking in business.

PO3: The program will enable students to develop interpersonal skills, and leadership capabilities for becoming successful business leaders and managers.

PO4: Through practical learning and creative pedagogy, the curriculum will assist students in the development of problem-solving abilities, ensuring that learning is utilized in professional careers.

7. Program Structure

The BBA Program is divided into three years. Each year will consist of two semesters as under:

Semester First Year: Semester I Semester II;

Second Year: Semester III Semester IV;

Final Year: Semester V Semester VI.

The schedule of courses of semester, course type, credits and maximum marks shall be as follows:

BBA First Year; Semester I

Type of Course	Course Code	Title of the Course	Credit	Inter	Exter	Total
				nal	nal	
DCC	BBA-101-DCC	Principles of Business Management	6	30	70	100
DCC	BBA-102-DCC	Financial Accounting	6	30	70	100
DCC	BBA-103-DCC	Business Regulatory Framework	6	30	70	100
AEC	BBA-104-AEC	English/Hindi/Rajasthani (Any One)	2	30	70	100
			20	120	280	400

BBA First Year; Semester II

Type of Course	Course Code	Title of the Course	Credit	Inter	Exter	Total
				nal	nal	
DCC	BBA-201-DCC	Organisation Behaviour	6	30	70	100
DCC	BBA-202-DCC	Business Statistics and Mathematics	6	30	70	100
DCC	BBA-203-DCC	Managerial Economics	6	30	70	100
AEC	BBA-204-AEC	English Communication Skill/ Hindi Communication Skill/ Rajasthani Communication Skill (Any One)	2	30	70	100
			20	120	280	400

BBA Second Year; Semester III

Type of Course	Course Code	Title of the Course	Credit	Inter	Exter	Total
				nal	nal	
DCC	BBA-301-DCC	Cost and Management Accounting	6	30	70	100
DCC	BBA-302-DCC	Company Law	6	30	70	100
DCC	BBA-303-DCC	Economic Environment	6	30	70	100
SEC*	BBA-304.A-SEC	Finance for Everyone	2	30	70	100
	BBA-304.B-SEC	Business Communication Skills				
	BBA-304.C-SEC	E-Commerce				
			20	120	280	400

*Student to choose one Skill Enhancement Course (SEC) from the three offered in the semester.

BBA Second Year; Semester IV

Type of Course	Course Code	Title of the Course	Credit	Inter	Exter	Total
				nal	nal	
DCC	BBA-401-DCC	Financial Management	6	30	70	100
DCC	BBA-402-DCC	Marketing Management	6	30	70	100
DCC	BBA-403-DCC	Human Resource Management	6	30	70	100
SEC*	BBA-404.A-SEC	Fintech and Artificial Intelligence	2	30	70	100
	BBA-404.B-SEC	IT Tools for Business				
	BBA-404.C-SEC	Personality Development & Communication Skills				
			20	120	280	400

*Student to choose one Skill Enhancement Course (SEC) from the three offered in the semester.

BBA Final Year; Semester V

Type of Course	Course Code	Title of the Course	Credit	Internal	External	Total
DSE*	BBA-501-DSE- Accounting and Taxation		6	30	70	100
	BBA-501.A-DSE	Income Tax				
	BBA-501.B-DSE	Auditing				
	BBA-501.C-DSE	Corporate Accounting				
	BBA-501.D-DSE	Goods and Service Tax				
	BBA-501.E-DSE	Cost Analysis and Control				
	BBA-501.F-DSE	International Accounting				
DSE**	BBA-502-DSE-Finance, Banking & Insurance		6	30	70	100
	BBA-502.A-DSE	Investment and Portfolio Management				
	BBA-502.B-DSE	Working Capital Management				
	BBA-502.C-DSE	Financial Market Operation				
	BBA-502.D-DSE	Insurance Management				
	BBA-502.E-DSE	Commercial Bank Management				
	BBA-502.F-DSE	Financial Decision Analysis				
DSE-ST#	BBA-503-DSE-ST	Summer Internship and Viva-Voce	6	-	100	100
SEC***	BBA-504.A-SEC	EXIM Procedure and Documentation	2	30	70	100
	BBA-504.B-SEC	Emotional Intelligence				
	BBA-504.C-SEC	Micro Finance				
			20	90	310	400

* Student has to choose one Discipline Specific Elective (DSE) from the six offered in the semester from Accounting and Taxation.

** Student has to choose one Discipline Specific Elective (DSE) from the six offered in the semester from Finance Banking and Insurance.

*** Student to choose one Skill Enhancement Course (SEC) from the three offered in the semester.

In Discipline Specific Elective- Special Type (DSE-ST), the Student have to undergo summer training and submit the report on which viva-voce will be based.

BBA Final Year; Semester VI

Type of Course	Course Code	Title of the Course	Credit	Internal	External	Total
DSE*	BBA-601-DSE-	Marketing and Foreign Trade	6	30	70	100
	BBA-601.A-DSE	Customer Relationship Management				
	BBA-601.B-DSE	Foreign Trade and Foreign Exchange				
	BBA-601.C-DSE	Retail Management				
	BBA-601.D-DSE	Advertising and Brand Management				
	BBA-601.E-DSE	Digital Marketing				
	BBA-601.F-DSE	Global Business Management				
DSE**	BBA-602-DSE-	Human Resources	6	30	70	100
	BBA-602.A-DSE	HRD: System and Strategies				
	BBA-602.B-DSE	Training and Management Development				
	BBA-602.C-DSE	Management of Industrial Relations				
	BBA-602.D-DSE	Talent and Knowledge Management				
	BBA-602.E-DSE	Employee Compensation and Administration				
	BBA-602.F-DSE	Strategic and International HRM				
DSE-ST#	BBA-603-DSE-ST	Comprehensive Viva-Voce	6	-	100	100
SEC***	BBA-604.A-SEC	Event Organising and Financing	2	30	70	100
	BBA-604.B-SEC	Artificial Intelligence in Business				
	BBA-604.C-SEC	Investing in Stock Market				
			20	90	310	400

* Student has to choose one Discipline Specific Elective (DSE) from the six offered in the semester from Marketing and Foreign Trade.

** Student has to choose one Discipline Specific Elective (DSE) from the six offered in the semester from Human Resources.

*** Student to choose one Skill Enhancement Course (SEC) from the three offered in the semester.

In Discipline Specific Elective- Special Type (DSE-ST), the comprehensive Viva-Voce will be conducted based on all six semester of study and the students' overall development.

8. Internal Assessment/Continuous Evaluation

The continuous assessment will be of 30 marks for each paper and will be based on the following criteria by the concerned teacher of the subject as per requirement of the subject.

S. No.	Item
1	Tests/Term Papers/Quizzes
2	Assignments (May include Case Demos/Presentations/Write ups/ Viva voce, reflections etc.)
3	Attendance (It helps in developing discipline amongst students)

9. Scheme of Examination

“Scheme of examination for end of semester examination applicable to all undergraduate courses (Pass Course)

The question paper of Semester Examination for the Disciplinary Centric Core Course (DCCC), Discipline Specific elective (DSE), Ability Enhancement Course (AEC), Value Added Course (VAC) and Skill Enhancement Course (SEC) will be of 70 marks and it will be divided in two parts i.e. Part - A and Part-B. Part-A will consist of 10 compulsory questions. There will be at least three questions from each unit and answer to each question shall be limited up to 50 words. Each question will carry two marks. Total 20 Marks.

Part-B will consist of 10 questions. Atleast three question from each unit be set and student will have to answer five question, selecting atleast one question from each unit. The answer to each question shall be limited to 400 words. Each question carries 10 Marks. Total 50 Marks.

10. The student has to pass the external theory paper and internal assessment- continuous evaluation separately.

B. B. A. First Year (Semester-I)

Course Nomenclature	BBA-101-DCC - Principles of Business Management
	Disciplinary Centric Core Course
Course Code	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	<p>Course Outcomes: On successful completion of the course, the Students will be able to</p> <p>CO1: Understand concepts of business management, principles and function of management.</p> <p>CO2: Explain the process of planning and decision making.</p> <p>CO3: Create organization structures based on authority, task and responsibilities.</p>

	CO4: Explain the principles of direction, importance of communication, barrier of communication, motivation theories and staffing styles. CO5: Understand the requirement of good control system and control techniques.
Unit I	Management: Concept & significance, Management: Process, skills & Roles, Management: Nature, Levels & areas. Objectives, MBO, MBE, Planning.
Unit II	Decision Making, Organising: Nature, Principles & Theories. Organisation Structure & Departments, Authority: Delegation, Centralization, Decentralization & Span of Control. Co-ordination
Unit III	Directing: Meaning, Principles of Directing, Importance & Techniques of Directing; Motivation: Meaning, Importance, Theories, Classification, Essentials of sound techniques of Motivation; Staffing: Meaning, Importance, Elements of Staffing Function, Controlling: Meaning, Objectives, Need, Process, Techniques, and Essentials of effective control system.
Learner support Material	
Text books	Reference Books: 1. Management, Koontz “O” Donnell & Wehrich, International Student Edition, 8 th Edition, Tokyo, 2. Principles & Practice of Management : T.N. Chhabra 3. Management-L.M. Prasad 4. Principles of Business Management; Gupta, Sharma and Bhalla; Kalyani Publications; 1 st edition 5. Principles of Business Management, Stephen P. Robbins 6. Business Organisation & Management, Y.K. Bhushan, S.Chand & Sons 7. Principles of Management: Text and Cases, Dipak Kumar Bhattacharyya (2012), Pearson Publications, New Delhi
Online resources	To be informed by the course instructor

Course Nomenclature	BBA-102-DCC- Financial Accounting
	Disciplinary Centric Core Course
Course Code	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	Course Outcomes: On successful completion of the course, the Students will be able to CO1: Understand the framework of accounting as well accounting standards. CO2: The Ability to pass journal entries and prepare ledger accounts CO3: The Ability to prepare various subsidiary books CO4: The Ability to prepare trial balance and final accounts of proprietary concern. CO5: Construct final accounts
Unit I	Meaning and Scope of Accounting; Need, development, and definition of accounting, Book-keeping and accounting, Objectives of accounting, Accounting Transactions, Journal ; ledger; Trial balance; Capital and Revenue
Unit II	Accounting concepts & Convention, Final accounts; Trading account; profits and loss account; Balance sheet; Adjustment entries, Detection & correction of errors
Unit III	Depreciation, Depreciation Accounting, Provisions, and Reserves, Accounts of Non-Trading Institutions, Accounting standards in India, IFRS, Ind-AS, Sectional and Self balancing.
Learner support Material	

Text books	Reference Books: 1. Maheshwari S.N & Maheshwari S K, A text book of Accounting for Management 2. T. S. Grewal & S. C. Gupta, Introduction to Accountancy, 8 th Edition, S. Chand 3. Book Keeping and Basic Accounting, R S Singhal
Online resources	To be informed by the course instructor

Course Nomenclature	BBA-103-DCC- Business Regulatory Framework
	Disciplinary Centric Core Course
Course Code	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	Course Outcomes: On successful completion of the course, the Students will be able to CO1: Examine basic aspects of contracts vis-a-vis agreements and subsequently enter into valid business propositions. CO2: Describe various modes of discharge of contract and remedies available in case of a breach. CO3: Recognize and differentiate between the special contracts. CO4: Analyse the rights and obligations under the Sale of Goods Act. CO5: Understand nuances of Consumer Protection Act, Negotiable Instrument Act and FEMA
Unit I	Importance of Contract Act- Meaning & kinds of Contract- Essentials of a Contract – Offer & Acceptance – Free Consent – Capacity of the Parties – Lawful Consideration – Legality of Object – Performance of Contract – Discharge of Contract – Quasi Contract, remedies for Breach of Contract.
Unit II	Special Contract – Indemnity, Guarantee, Bailment, Pledge, Sales of Goods Act – Sale & Agreement to Sell- Conditions & Warranties- Transfer of Property- Rights of Unpaid Seller, Goods & their classification.
Unit III	Consumer Protection Act, 1986: Definition of Consumer, Grievance redressal machinery – District, State & National, Negotiable Instrument Act 1881-Forms & utility, FEMA 2000 : Definition & main provision
Learner support Material	
Text books	Reference Books: 1. Business Law by Sachdeva 2. Business Law by CA G.Sarkar. 3. Business Law by CA S.K. Kataria 4. Mercantile Law – M. C. Kuchhal 5. Business Law by Kapoor N D, S.Chand & Sons 6. Business Law by Bose D.C., Eastern Economy Edition 7. Business Law by Naulakha
Online resources	To be informed by the course instructor

Course Nomenclature	BBA-104-AEC - English/Hindi/Rajasthani
	Ability Enhancement Course
Course Credit	2
	The Student has to choose any one paper out of three and the content of syllabus can be seen separately.

B. B. A. First Year (Semester-II)

Course Nomenclature	BBA-201-DCC- Organization Behaviour	
Course Credit	6	
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,	
Course Outcomes	<p>Course Outcomes: On successful completion of the course, the Students will be able to</p> <p>CO1: Understand how an individual behaves individually and the way he/she behaves in an organization.</p> <p>CO2: Understand various kinds of personalities, perception, values, attitude etc. and their role in interpersonal skill.</p> <p>CO3: Understand organization structures and functioning of group forming, group decision-making, team building etc.</p> <p>CO4: Explain the principles of transactional analysis, conflict management, Negotiation etc.</p> <p>CO5: Understand and appreciate the dynamics of organizational culture, change, power and politics.</p>	
Unit I	Definition of OB,, Key elements , Nature, Scope, Need for studying OB, Foundation of individual behaviour: Introduction, Individual & individual differences, Human Behaviour, & its causation, `Understanding and Managing Individual behaviour - Personality, Perceptions, values, Attitudes, Motivation & Job satisfaction, Job Design , Morale	
Unit II	Learning, Emotions & moods, Foundation of Group behaviour, Team building, Communication and group decision making, Leadership	
Unit III	Transactional Analysis, Organizational Conflict, Conflict Management, Negotiation, Organisation Design, Organisational culture and change, Power & Politics .	
Learner support Material		
Text books	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Organization Behaviour 7th Edition by F.Luthans, TMH 2. Organizational Behaviour by Stephen P.Robbins 3. Organizational Behaviour – Dr. S. S. Khanka , S.Chand&Compnay 4. Organizational Behaviour by J.S.Chandan, Vikas Publication 5. Organizational Behaviour by L.M. Prasad 6. Archana Tyagi (2011), OrganisationalBehaviour, New Delhi: Excel Books. 7. Gangadhara Rao, V.S.P. Rao &Narayana (2001), OrganisationalBehaviour, New Delhi: Konark Publishers. (latest edition) 	
Online resources	To be informed by the course instructor	

Course Nomenclature	BBA-202-DCC-Business Statistics and Mathematics	
Course Code	6	
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,	
Course Outcomes	<p>Course Outcomes: On successful completion of the course, the Students will be able to</p> <p>CO1: Know different sources of data</p> <p>CO2: Ability to summarize and present data to a diverse audience</p> <p>CO3: Understand and use sampling and inferential statistics</p> <p>CO4: Ability to use regression and other statistical model building</p> <p>CO5: Ability to solve problems on linear programming, Matrices.</p>	

Unit I	Statistics: Meaning, Definition, Characteristics, Functions, scope and importance, Data Collection: primary and secondary, Methods of data collection, classification of data, tabulation & presentation of data, Types of graph and their merits and demerits, Bivariate & Multivariate diagram, Histogram, Frequency Polygon & Frequency Curve, Ogive, Measures of Central Tendency: Median, Mode, Arithmetic mean
Unit II	Measures of Dispersion, Correlation and Regression, Time Series Analysis, Interpolation and extrapolation, Index Number.
Unit III	Linear Programming: Formulation, Graphical Method; Matrices & Determinants-Definition, Types of Matrices, Algebra of Matrices, Determinants , Adjoint of Matrix , Inverse of a Matrix via Adjoint Matrix, Condition for existence & Uniqueness of Solution using Inverse of Coefficient Matrix, Problems
Learner support Material	
Text books	Reference Books: 1. Business Statistics – S. P. Gupta & M. P. Gupta 2. Statistical Methods – S. P. Gupta & M. P. Gupta 3. Statistic for Management – Jit, Chandan Das 4. Elhance D.H. Statistics Kitab Mahal 5. Statistics for Management by Levin &Rubin,Prentice Hall of India Ltd, New Delhi 6. Business Mathematics by R.S. Soni, Pitambar Publications 7. Quantitative Techniques in Management by N.D.Vohra,TMH 8. Business Mathematics by Dr. AmarnathDikshit& Dr. Jinendra Kumar Jain. 9. Business Mathematics by V. K. Kapoor - Sultan chand& sons, Delhi.
Online resources	To be informed by the course instructor

Course Nomenclature	BBA-203-DCC- Managerial Economics
Course Credit	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	Course Outcomes: On successful completion of the course, the Students will be able to CO1: Apply the concept and theories of demand and consumer behavior. CO2: Understand demand and supply concept, law of demand and supply, elasticity. CO3: Strengthen the foundations of the analytical approach to Managerial decision-making CO4: Apply concepts of factor pricing and production function in business practices. CO5: Understanding market structures and Understanding the various forms of competition. CO6: Understanding concepts of macroeconomics like National Income, Theory of wages and interest, business cycle, balance of payments, globalization etc.

Unit I	Meaning, Scope and Methods of Micro-Economics, Basic problems of an economy, Business firm & its activities- Scarcity & choice, Marginal Analysis. Consumer Surplus Demand and Supply, Individual Demand & Market Demand, Demand Elasticity, Determinants of Demand, Law of Demand, Exception of Law of Demand, Law of Supply, Supply Elasticity
Unit II	Production as Value added activity, Scale economies & diseconomies, Production function Analysis, Factors of production, laws of production, Stages of production, Concepts of cost and revenue, Market: Definition, classification & Structure, Pricing Decision: Pricing and output decision under Oligopoly and Monopoly, Control of Monopoly, Comparison between Monopoly & Perfect Competition, Effects of Monopoly, Reasons of Emergence of Monopoly, Discriminating Monopoly, Types of Price Discrimination, Independent Pricing & Price rigidity, Price & Output determination under Perfect & Imperfect Market, Pure & Perfect Competition.
Unit III	Wages – Interest – Rent and Profit – Marginal Productivity – Theory of wages – Ricardian Theory of Rent – Interest rate Theories. National Income – Concepts – Measurement of National Income – Difficulties in Measurement – Business Cycles – Various Phases – Important implications for Business – Appropriate Strategies and Policies both at the Macro and Micro Levels. Globalisation – Implication to the Indian Economy – Theory of International Trade – Balance of Trade – Balance of Payments – Current Situation and Future Prospects
Learner support Material	
Text books	Reference Books: <ol style="list-style-type: none"> 1. Micro Economics by H. L. Ahuja, Himalaya Publication 2. Principle of Economics – M.L. Seth 3. Business Economics – S.K. Singh 4. Micro Economics Theory – J.V. Vaishampayan 5. P.L Metha, Managerial Economics - Sultan Chand Publications – New Delhi 6. RL Varsheny and K L Maheshwari, Managerial Economics - Sultan Chand Publications - New Delhi. 7. Joel Dean, Managerial Economics - Prentice Hall of India Pvt. Ltd.,- New Delhi. 8. Spencer M H, Contemporary Economics - Worth publishers – New York. 9. Mote Samuel Paul G.S Gupta, Managerial Economics – concepts and cases – Tata McGraw Hill – New Delhi. 10.
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA-204-AEC – English Communication Skill/Hindi Communication Skill/Rajasthani Communication Skill
	Ability Enhancement Course
Course Credit	2
	The Student have to opt any one paper out of three and the content of syllabus can be seen separately.

B. B. A. Second Year (Semester-III)

Course Nomenclature	BBA-301-DCC- Cost and Management Accounting
Course Credit	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	After the completion of this course students will be able to – Understand the concepts of cost control Understand the methods and techniques of costing Understand the concept of performance of appraisal.
Unit I	Meaning and Objectives of Cost Accounting, Cost Concepts and related terminology. Elements of cost, cost unit and cost centre, Type of costing, installation of costing system. Cost structure and control, material cost control, labour cost control.
Unit II	Over-heads Allocation, Apportionment and Absorption, Unit Costing, Job, Batch and Contract Costing, Process costing-joint product and by product.
Unit III	Introduction of Management Accounting: Meaning, Scope, relationship among financial, cost and Management Accounting, Analysis and Interpretation of Financial Statements, Financial Performance Appraisal. Marginal Costing, Preparation of Managerial Reports and Management Information System.
Learning Support Material	
Text/Reference books	Arora, M.N. : Cost Accounting Principles and Practices, Vikas, New Delhi. Khan, M.Y. and Jain P.K. : Cost Accounting, Tata MCGraw-Hill, New Delhi. Oswal & Maheshwari :Lagat Lekhankan, Ramesh Book Depot, Jaipur. Khan, M.Y. and Jain, P.K.: Management Accounting, Tata McGraw Hill, New Delhi Agarwal, J.K. & Agarwal, R.K.: Prabandhkiya Lekhankan Maheshwari, S.N.: Management Accounting and Financial Control.
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA-302-DCC- Company Law
Course Credit	6
Teaching	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,

Pedagogy	
Course Outcomes	<p>On successful completion of the course, the students will be able to:</p> <p>Understand the background, regulatory aspects and the broader procedural aspects involved in different types of companies covered in Companies Act, 2013.</p> <p>Comprehend the process and legal documents of formation and incorporation of a company.</p> <p>Acquire an understanding of the process and documents required for raising capital for the company.</p> <p>Understand the process of company meetings and corporate decision making.</p> <p>Develop an understanding of the winding up process.</p>
Unit I	<p>Background and Salient Features of the Companies Act, 2013. Company and its Characteristics. Types of Companies. Distinction between a company and a partnership. Lifting of Corporate Veil. Formation and Incorporation of company- Promoters and their legal position, pre- incorporation contract and provisional contract, Online registration of a company, Certificate of Incorporation. Memorandum of Association, Articles of Association – Doctrine of Constructive Notice and Indoor Management. Prospectus: Meaning and Definition–Contents, Statutory requirements in relation to prospectus. Deemed prospectus, Shelf and Red herring prospectus, Statement in lieu of prospectus, Mis - statement in Prospectus: Civil and Criminal Liability.</p>
Unit II	<p>Various Modes for Raising of Capital. Global Depository Receipts (GDR), Book Building, Issue of Securities - Private Placement, Public Issue, Rights Issue, Bonus Shares; Employee Stock Option Scheme (ESOS), Sweat Equity Shares. Buy – back of shares, Allotment of Shares, Forfeiture of shares, and Transfer and Transmission of Securities.</p> <p>Directors : Classification of Director – Women Director, Independent Director, Share holder Director, Director Identification Number (DIN), Appointment of Director, Qualification and Dis-Qualifications. Legal Position, Powers and Duties, Removal of Director, Remedies for breach of duties, Loans to Director and Remuneration to Director. Various Committee of the Board of Directors. Key Managerial Personnel – Managing Director, Whole time Directors, Manager, the Company Secretary, Chief Executive Officer, Resident Director.</p>
Unit III	<p>Prevention and Oppression of Mis-Management. Meetings: Statutory Meeting, Annual General Meeting (AGM), Extra- Ordinary Meeting, Class Meeting, Virtual Meeting, Meeting of Stake holders. Requisite of a valid Meeting. Winding-up: Meaning of winding-up, Dissolution of company, Conceptual understanding of winding-up by the Tribunal, Compulsory winding-up, Members’ voluntary winding-up, Creditors’ voluntary winding-up.</p>
Learning Support Material	
Text/ Reference books	<p>Avtar Singh : Indian Company Law</p> <p>Shukla S.M.: Company Adhinyam evam Sachiviya padhati</p> <p>Shukla M.C. : Company Law</p>

	<p>Kuchhal M.C. : Modern Indian Company Law</p> <p>Agnihotri Anurag & Inderjeet : Company Law</p> <p>Taxman : Companies Act, Special Student Edition</p> <p>Mittal and Agarwal : Company Adhinyam Evam Sachiviya Vidhi</p> <p>Avtar Singh: Company Adhinyam</p> <p>Mathur and Sahal : Mercantile Law Relevant Bare Acts</p>
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA-303- DCC- Economic Environment
Course Credit	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	To learn emerging issues in business at the national and international level in the light of the policies of liberalization and globalization.
Unit I	Indian Economic Environment and Non-Economic Environment: Concept, Components and Importance. Economic Trends (overview) Investment, Income, Saving, Concept and Trends, Economic Planning : Meaning, Importance and Objectives, Achievement of Planning in India, NITI Aayog, Economic reforms and Recent growth strategies,
Unit II	Programme of Industrialization and Rural Development, poverty and steps in India to remove poverty, Inequalities of income, New Industrial Policy, International investment in India, Foreign Direct Investment, Rural industrialization.
Unit III	Public sector, small business and cottage industries, Economic Planning in India, Latest Five year plan, objective, target and strategies, Different Economic Policies namely Exim policy, Employment policy, population policy, Industrial relation policy, Monetary policy, Fiscal policy.
Learning Support Material	
Text/Reference books	<p>Raj.K.N.: Indian Economic Growth, Performance and Perspective</p> <p>Chaudhary Prमित: Indian Economy, Poverty and Development</p> <p>Uppal J.S: India's Economic Problems</p> <p>Sengupta, N.K: Government & Business</p> <p>Verma, M.L.: Foreign Trade Management in India</p> <p>Govt. of India: Economic Survey Budget Speech</p>

Online resources	To be informed by the Course Leader
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Course Nomenclature	BBA-304. A-SEC- Finance for Everyone
Course Credit	2
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	<p>After completion of this course, students will be able to:</p> <p>Understand the importance of financial literacy and the institutions providing financial services.</p> <p>Prepare a financial plan, budget and manage his personal finances.</p> <p>Open, avail and manage services offered by banks.</p> <p>Open, avail and manage services offered by post offices.</p> <p>Understand need of insurance and plan accordingly</p>
Unit I	Introduction, Financial Planning and Budgeting Meaning, importance and scope of financial literacy; Prerequisites of financial literacy – level of education, numerical and communication ability; Various financial institutions – banks, insurance companies, post offices, mobile app based services. Need of availing of financial services from banks, insurance companies and postal services. Concept of economic wants and means for satisfying these needs; Balancing between economic wants and resources; Meaning, importance and need for financial planning; Personal budget, family budget, business budget and national budget; Procedure for financial planning and preparing a budget; Budget surplus and budget deficit, Avenues for savings from surplus, Sources for meeting the deficit
Unit II	Banking Services and Insurance Services: Types of banks; Banking products and services – Various services offered by banks; Types of bank deposit accounts – savings bank account, term deposit, current account, recurring deposit; pan card, address proof, KYC norm; Various types of loans – education loan, consumer durable loan, vehicle loan, housing loan, short term, medium term, long term, microfinance, bank overdraft, cash credit, mortgage, reverse mortgage, hypothecation, pledge, Agricultural and related interest rates offered by various nationalized banks; Cashless banking, e-banking, check counterfeit currency; CIBIL, ATM, net banking, RTGS, NEFT, IMPS, electronic clearance services (ECS), debit and credit card, app based payment system, bank draft and pay order; banking complaints and ombudsman. Life insurance policies: life insurance, term life insurance, endowment policies, pension policies, ULIP, health insurance plans, comparison of policies offered by various life insurance companies, comparison of policies offered by various health insurance companies. Property insurance policies
Unit III	Investment – Post Office and Capital Markets, Post office savings schemes: savings bank, recurring deposit, term deposit, monthly income scheme, Kisan Vikas Patra, NSC, PPF, senior citizen savings scheme , Sukanya Samridhi Yojana; India Post Payments Bank.

	Money transfer: money order, e-money order. instant money order, Overview of Capital Markets, Investment via Initial Public Offering(IPO), follow-on public offering (FPO), offer for sale (OFS), and Mutual Fund
Learning Support Material	
Text/ Reference books	<p>Avadhani, V. A. —Investment Management Himalaya Publishing House Pvt. Ltd., Mumbai.</p> <p>Batra, J.K., Accounting and Finance for Non-finance Managers, Sage Textbook</p> <p>Chandra, P. —Investment Game: How to Win Tata McGraw Hill Education, New Delhi.</p> <p>Kothari, R. —Financial Services in India-Concept and Application Sage Publications India Pvt. Ltd., New Delhi.</p> <p>Milling, B. E. —The Basics of Finance: Financial Tools for Non-Financial Managers Universe Company, Indiana, </p> <p>Mittra, S., Rai, S. K., Sahu, A. P., & Starn, H. J. —Financial Planning Sage Publications India Pvt. Ltd. ., New Delhi.</p> <p>Zokaityte, A. —Financial Literacy Education Palgrave Macmillan, London.</p>
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA-304.B-SEC- Business Communication Skills
Course Credit	2
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	<p>On successful completion of the course, the students will be able to:</p> <p>Understand the importance of effective business communication and its various mediums.</p> <p>Appreciate the need of effective writing for communication.</p> <p>Demonstrate the skill of effective report writing and summarizing annual reports.</p> <p>Analyse business correspondence and e-correspondence.</p>
Unit I	Business Communication: Meaning, process and functions. Need and importance, Medium: verbal & non-verbal communication. Channels: formal & informal. Levels of communication. Direction of communication: downward, upward, lateral, & diagonal. Effective communication: difficulties/barriers and solutions. Interactive and non-interactive techniques of communication. Listening as a tool of communication, Guidelines for effective listening.

Unit II	Guidelines for clear writing. References, bibliographical research tools. Citing methods, footnotes, discussion footnotes. Use of library and internet for collection, classification and interpretation of data and information. Need and importance of business letters. Office memorandum, office circulars, notices and orders. Technology for communication. Effective IT communication tools. Electronic mail: advantages, safety and smartness in email. E-mail etiquettes.
Unit III	Types of reports. Formal report: components and purpose. Organizing information: outlining & numbering sections, section headings, sub-headings, & presentation. Writing reports on field work/visits to industries, business concerns. Summarizing annual reports of companies: purpose, structure and principles. Meetings: Meaning, Planning, Agenda, Minutes of Meeting.
Learning Support Material	
Text / Reference books	Bhatia, Business Communication, Ane Books Pvt Ltd, New Delhi. KhannaPooa, Business Communication, Vikas Publishing House Gupta, C. B., Essentials of Business Communication, Sultan Chand & Sons. Kaul, A., Business Communication, PHI Learning Meyer C, Dev , Communicating for Results, Oxford University Press Quintanilla, Kelly M, Business and Professional Communication, Sage Textbook Raman and Singh, Business Communication. Oxford University Press Scot, O., Contemporary Business Communication. Biztantra, New Delhi.
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA-304.C-SEC- E-Commerce
Course Credit	2
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	To let students be able to identify the major forces shaping the new digital age. Understand how companies have responded to the Internet with e-business.
Unit I	Internet: Meaning, concept, costs of E-commerce, E-market: Basics; Types, Advantages, as a seller and buyer; E-business issues, E-market place. Need for e-commerce. Business Model: Shop, membership, Market portal model, Online marketing and advertisement.
Unit II	Business to consumer E-commerce: Concept B2C, Advantage order online catalog, ordering system. Current opportunities and challenges of Ecommerce, Post sales service. Web-site Design: Role, Design Model, Principles, push and pull technology, e-mail.

Unit III	Electronic Payment System: Special features, Types, Development checks & bank transfer, Electronic Data Inter change, Credit card, ATM, Bank, e-cash, Electronic purse, debit card, Benefit of using-e-payment, Risk, Digital Signature.
Learning Support Material	
Text/Reference books	Chaffey, Mayer, Johnston, Ellis-Chadwick: Internet Marketing, Prentice Hall. Hagel, J and Singer M.: Net Worth, McKinsey. Hanson, W.: Principles of Internet Marketing, International Thomson Publishing Reedy, Schullo, Zimmerman, K.: Electronic Marketing, Dryden.Siebel, D.: Futurize your Enterprise, J.Wiley. eSterne, J.: World Wide Web Marketing, John Wiley & Sons. Straus, J. and Frost R.: Marketing on the Internet, Prentice Hall. Sharma & Gupta: E-Commerce, RBD, Jaipur Soni Gupta & Jain: E-Commerce, RBD, Jaipur Bhargava: E-Commerce, RBD, Jaipur Agarwal, Bhargava & Jain: E-Banking and Security Transaction, RBD, Jaipur Vivek Jain: Internet Technology and Application, LNAE Publication, Agra WhiteLey: E-Commerce: Strategy, Technology & Application, McGraw Hill Education, New Delhi Bansal Sandeep, Sanjeev, Rama: E-Commrce, Kalyani Book, Delhi Bhardwaj & Puneet: Fundamental of E-Commerce, Kalyani Book, Delhi Dhull & Bhardwaj: E-Commerce, Kalyani Book, Delhi Manjot Kaur: E-Commerce & Application, Kalyani Book, Delhi
Online resources	To be informed by the Course Leader

B. B. A. Second Year (Semester-IV)

Course Nomenclature	BBA-401-DCC- Financial Management
Course Credit	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	To help students to understand the conceptual framework of Financial Management / Institution and its applications under various environment constraints

Unit I	Meaning, Importance, Objectives and functions of Financial Management, Conflicts in profit versus value maximization principle, Role of Chief Financial Officer, Time value of money. Cost of Capital, Capital Structure decisions – Capital structure patterns, designing optimum capital structure, Various capital structure theories.
Unit II	Operating leverage, financial leverage and Combined Leverage. Management of working capital: Nature, significance, determining of working capital requirements, Inventory management, cash management, Receivables management.
Unit III	Capital budgeting - concept, theory, Techniques of Decision making: Nondiscounted and Discounted Cash flow approaches. Dividend & Dividend Policy, determinants of Dividend policy, Walter's, and Gordon's model, M.M. Hypothesis.

Learning Support Material

Text/Reference books	<p>Agarwal, Agarwal, Kothari: Financial Management,(Hindi & English) RBD Publication, Jaipur.</p> <p>Kothari & Dave : : Financial Management,(Hindi & English) Shivam book house, Jaipur.</p> <p>KhanM.Y and Jain P.K.: Financial Management. Tata Mc Graw Hill, New Delhi</p> <p>PandeyI.M: Financial Management. Vikas Publishing House, New Delhi</p> <p>Prasanna Chandra: Financial Management – Theory and Practice. Tata Mc Graw Hill, New Delhi</p> <p>Agarwal & Mishra: Financial Management.</p> <p>Bierman, H. And Smidt, S.: The Capital Budgeting Decisions. Harcourt collage publisher, Singapore.</p> <p>Fama, E.F. and Miller, M.H.: The Theory of Finance.</p> <p>Hunt, P., Williams, C.M. and Donaldson, G.: Basic Business Finance.</p> <p>Van Horne, J.C.: Financial Management and Policy. Prentice hall, New Delhi</p> <p>Kuchhal, S.C.: Financial Planning – An Analytical Approach. Chaitanya Publishing House,Michgun.</p> <p>Malodia, G.L.: Financial Management. Jodhpur</p> <p>Ravi M. Kishore: Financial Management. Taxman Publisher, New Delhi</p> <p>S.N. Maheshwari: Financial Management. New Delhi</p>
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA-402-DCC- Marketing Management
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Course Credit	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	<p>On successful completion of the course, the students will be able to:</p> <p>Understand the fundamental concepts and importance of marketing.</p> <p>Analyze the marketing environment and its impact on decision - making.</p> <p>Comprehend product planning, development, and life cycle.</p> <p>Understand various pricing strategies and promotion methods.</p> <p>Gain insights into distribution channels and their role in delivering products to consumers.</p> <p>Understand current issues and developments in marketing.</p>
Unit I	Introduction: Concept, Nature, Scope and Importance of Marketing; Marketing concept and its evolution; Marketing mix. Market Analysis and Selection: Marketing environment – macro and micro components and their impact on marketing decisions; Market segmentation and positioning; Buyer behavior; Consumer versus organizational buyers; Consumer Decision Making Process
Unit II	Product Decisions: Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle– strategic implications; New Product Development and Consumer Adoption Process. Pricing Decisions: Factors affecting price determination; Pricing policies and strategies. Distribution Channels and Physical Distribution Decisions: Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel Management Decision; Retailing and Wholesaling.
Unit III	Promotion Decisions: Communication process; promotion mix – Advertising, Personal Selling, Sales Promotion, Publicity and Public Relations; Determining advertising budget; Copy designing and its testing; Media selection; Advertising effectiveness; Sales Promotion–tools and techniques. Issues and Developments in Marketing : Social, Ethical and Legal Aspects of Marketing; Services Marketing; Green Marketing; Sustainable Marketing; Relationship Marketing; and other development in marketing.
Learning Support Material	
Text/Reference books	<p>Agarwal,P.K.: Marketing Management: An Indian Perspective, Pragati Prakashan, Meerut.</p> <p>RSN Pillai & Bagavathi : Marketing Management, S.Chand Publishers</p> <p>Arun Kumar & N Meenakshi: Marketing Management, Vikas Publishing House</p> <p>Kotler, Philip and Gary Armstrong: Principles of Marketing, Prentice Hall, New Delhi.</p> <p>Kotler, Philip: Marketing Management – Analysis, Planning, Implementation and Control, Prentice Hall, New Delhi.</p>

	<p>Majumdar, Ramanuj: Product Management in India, Prentice Hall, New Delhi.</p> <p>Ramaswamy,V.S. and Namakumari, S: Marketing Management, Mac Millan India, New Delhi.</p> <p>Srinivasan, R: Case Studies in Marketing : The Indian Context, Prentice Hall, New Delhi.</p> <p>Stanton,William J.,and Charles Futrell : Fundamentals of Marketing, Mc Graw Hill Publishing Co., New York.</p> <p>Sontakki, C.N.,Marketing Management : In the Indian Background, Kalyani Publishers, New Delhi.</p> <p>Verma V. Harsh & Duggal Ekta : Marketing, Oxford University Press, New Delhi.</p>
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA-403-DCC- Human Resource Management
Course Credit	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	<p>On successful completion of the course, the students will be able to:</p> <p>Understand the fundamental concepts and importance of Human Resource Management (HRM) in organizations, including the strategic role of HR managers and the process of HR planning.</p> <p>Gain knowledge of the role and responsibilities of HR managers.</p> <p>Comprehend the concepts and practices of Training & Development as well as Performance Management and Competency Management.</p> <p>Comprehend the concept of Compensation Management and learn about Career Planning, Succession Planning, and Talent Management for high-potential employees.</p> <p>Develop an understanding of productivity management techniques and gain awareness of challenges, ethical issues in HRM and International HRM.</p>
Unit I	Human Resource Management- Meaning & Definition, Importance, Role of HR Manager Strategic HRM, Human Resource Planning- Meaning & Definition, Objectives, Process, Forecasting. Job Analysis – Job Description & Job Specification. Recruitment- Meaning & Definition, Sources of Recruitment, Process, Employer Branding. Selection - Meaning & Definition, Process. Induction.
Unit II	Training & Development – Meaning & Definition, Objectives and Needs, Process & Methods of Training, Evaluation of Training Programme, Performance Management – Concept & Definition, Methods, Rating Errors, Competency Management. Compensation Management - Concept, Job Evaluation, Incentives & Benefits, Types of Compensation

	Plans, Career Planning – Succession Planning – Talent Management High Potential Employees.
Unit III	Productivity Management- Concept- TQM- Kaizen- Quality Circles, Industrial Relations Grievance, Collective Bargaining. Retirement / Separation - Superannuation – Voluntary Retirement Schemes, Resignation, Discharge – Dismissal – Suspension – Lay off. Exit Interview, Ethical Issues in HRM: Nature and Need, HR Ethical Issues. Challenges of HRM. International Human Resource Management. Domestic HRM and IHRM Comparison, Managing International HR Activities.
Learning Support Material	
Text/ Reference books	<p>Gomez - Mejia, Luis R., D.B. Balkin and R.L. Cardy: Managing Human Resources, Prentice Hall, New Jersey.</p> <p>D'Çenzo, David A.& Stephen P.Robbins: Human Resource Management, John Wiley and Sons, New Delhi.</p> <p>Ian, Beard well and Len Holden: Human Resource Management, Mac Millan, Delhi.</p> <p>Dessler, Garry: Human Resource Management, Prentice Hall of India, New Delhi.</p> <p>Saiyad ain Mirza S.: Human Resource Management, Dhanpat Rai and Co. Pvt .Ltd., New Delhi</p> <p>Chhabra,T.N.: Human Resource Management ,Dhanpat Rai and Co.Pvt.Ltd., New Delhi</p> <p>Dwivedi, R.S.: Managing Human Resources: Personnel Management in Indian Enterprises, Galgotia Publishing Company, New Delhi</p> <p>Harzing, A.W. and Joris Van Ruysseveldt: International Human Resource Management: An Integrated Approach, Sage Publication, London</p> <p>Dowling, Peter J., D.E. Welch and R.S. Schuller: International Human Resource Management: Managing People in a Multiple Context, South Western College Publishing Cincinnati.</p> <p>Seema Sanghi: Human Resource Management, Vikas Publishing House</p> <p>S.S.Khanka: Human Resource Management m.Chand Publishing</p> <p>Sharma and Surana : Sevivargiya Prabandh evam Audyogik Sambandh (Hindi)</p>
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA-404.A-SEC- Fintech and Artificial Intelligence
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Course Credit	2
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	<p>After completion of this course, students will be able to:</p> <p>Compare the different business models using financial technology and analytics;</p> <p>Analyse the functioning of block chain with smart contracts, creating crypto currency, and robotic process agents;</p> <p>Apply Artificial Intelligence (AI) in finance demonstrate the contribution of digital payment system in creating a cashless economy; analyse the growth of FinTech industry in India and the relevance of various regulatory forms adopted by the government in this regard</p>
Unit I	Introduction: Introduction to technologies in financial markets; Financial technologies (FinTech) and the transformation in financial services; FinTech evaluation and regulation in banks, start-ups, and emerging markets, different types of FinTech users, top FinTech companies. Understanding the technology enabling FinTech - and what constitutes a FinTech application; Future of AI in Robo Advice.
Unit II	RPA (Overview of Robotic Process Automation) issues of privacy management in the financial services environment; Application of data analytics in financial services; Data protection and privacy, cyber security – overview of cyber security industry’s best practices and standards. Elements of AI: Introduction and defining of AI; AI and Problem Solving; Odds and Probability, The Bayes Rules, Naïve Bayes Classification; Machine Learning; Neural Networks; Implications of AI
Unit III	Digital payments, cryptocurrencies, and blockchain, Digital payments and innovations; Developing countries and Digital Financial Services (DFS): Regulations of mobile centric payment system; Real Time Gross Settlement (RTGS) systems; Crypto-currencies and blockchain; Understanding blockchain technology, its potential and application – overview of crypto currency, Legal and regulatory implications of crypto-currencies; Fin Tech in India.
Learning Support Material	
Text / Reference books	<p>Akkizidis, I., & Stagars, M. (2015). Marketplace lending, financial analysis, and the future of credit. New Jersey: Wiley.</p> <p>Chishti, S., & Barberis, J. (2016). The financial technology handbook for investors, entrepreneurs and visionaries. New Jersey: Wiley.</p> <p>Chishti, S., Craddock, T., Courtneidge, R., & Zachariadis, M. (2020). The PayTech book. New Jersey: Wiley.</p> <p>Hill, J. (2018). FinTech and the remaking of financial institutions. London: Academic press, Elsevier.</p> <p>Diamandis, P. H., & Kotler, S. (2020). The future is faster than you think: How converging</p>

	technologies are disrupting business, industries, and our lives. New York: Simon & Schuster.
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA-404.B-SEC- IT Tools for Business
Course Credit	2
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	Develop understanding of computer fundamentals, functions and their classification. Draw analysis on data using spreadsheets and use interpretation to make decisions. Generate word documents with appropriate formatting and layout. Generate slides, design slideshow and printing of presentations
Unit I	Computer fundamentals: Characteristics of computers, Classification of computers, function of different units of computer, Input-Output devices, various fields of application of computers. Spreadsheets: Concept, creating, saving and editing a workbook, inserting, deleting work sheets, entering data in a cell, formula copying and moving from selected cells, correcting common formula errors. Working with inbuilt function categories like mathematical, statistical, text lookup, information, logical database, date and time and basic financial functions.
Unit II	Word Processing: Concept, creating, saving, opening, importing and inserting document, alignment, indents and outdents, creating lists and numberings. Formatting Commands: Heading, styles, fonts and size editing, viewing text, finding and replacing text, headers and footers, inserting page breaks, page numbers, special symbols and dates mail merge, checking spellings, creating tables and charts, document templates, preview and printing command.
Unit III	Presentation: Creating, opening and saving presentations, working in different views, working with slides, adding and formatting text, checking spellings, making notes pages and handouts, drawing and working with objects, adding clip art, designing slide shows, running and controlling a slide show, printing presentations.
Learning Support Material	
Text/Reference books	Arora, A.(2015): Computer Fundamentals and Applications. Vikas Publishing. Sinha, P.K. and Sinha, P.(2017): Foundation of computing. New Delhi. Sagman S,: MS Office for Windows XP, Pearson Education 2007. M, Miller: Absolute Beginners Guide to Computer Basics, Pearson Education, 2009.

	Ron, Mansfield: Working in Microsoft Office, 2008, Tata McGraw-Hill. Turban, Mclean and Wetherbe: Information Technology and Management. Kulkarni: IT Strategy for Business, Oxford University Press.
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA-404.C-SEC- Personality Development & Communication Skills
Course Credit	2
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	To develop specific skill or behaviour, or increasing knowledge and communication skills among students.
Unit I	Introduction to Communication: Meaning and Definition - Process - Functions - Objectives - Importance - Essentials of good communication - Communication barriers - Overcoming communication barriers – Cross cultural Communication
Unit II	Written Communication Need and functions of business letters - Planning & layout of business letter - Essentials of effective correspondence – Advantages & limitations of written communication. Oral Communication Meaning, nature and scope - Principles of effective oral communication - Techniques of effective speech - The art of listening - Principles of good listening - Advantages and limitations of oral communication.
Unit III	Personality Development: The concept personality - Dimensions of personality - Term personality development- Significance.
Learning Support Material	
Text/Reference books	Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi. Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay. Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli – Sultan Chand & Sons, New Delhi. Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamon Publications, Pune. Communicate to Win - Richard Denny - Kogan Page India Private Limited, New Delhi. You Can Win - Shiv Khera - Macmillan India Limited Group Discussion and Public Speaking - K. Sankaran and Mahendra Kumar - M.I.Publications, Agra

	<p>Organisational Behaviour - S. P. Robbins - Prentice-Hall of India Pvt. Ltd., New Delhi</p> <p>Basic Managerial Skills For All - Prentice-Hall of India Pvt. Ltd., New Delhi</p> <p>S.Sachdeva : Communication for Management, LNAE Publication, Agra</p> <p>S.Sachdeva : Communication Skill, LNAE Publication, Agra</p> <p>Gupta, Varinder, Bodh Raj: Business Communication, Kalyani Books, Delhi</p> <p>Varinder, Sania, Bawa: Personality Development & Business Communication, Kalyani Books, Delhi</p> <p>Rao & Das: Communication Skill, Himalaya Publishing House, Delhi</p>
Online resources	To be informed by the Course Leader

B. B. A. Final Year (Semester-V)

DSE - 501 Accounting and Taxation

Course Nomenclature	BBA-501. A-DSE- Income Tax
Course Credit	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	<p>Differentiate between direct and indirect tax assessment.</p> <p>Define the procedure of direct tax assessment.</p> <p>To familiarize the different know-how and heads of income with its components.</p>
Unit I	Constitutional Provisions:-Distribution of tax proceeds amongst Centre and State-a brief study. Basic concepts and definitions:-Income, agriculture income casual income, Basis of charge, Scope of total income, Residence and tax liability.
Unit II	Heads of Income: Income from Salary; Income from House Property. Profits and Gains of Business and Profession; Depreciation; Capital Gains; Income from Other Sources.
Unit III	Deemed Incomes and Aggregation of Income, Set-off and carry forward of losses, Deductions from Gross Total Income; Rebates and Reliefs; Assessment of Individuals. Assessment of Companies and HUF.
Learning Support Material	
Text/Reference books	<p>Bhattacharya : Income Tax Law and Practice</p> <p>Lal, B.B. : Income Tax Law and practice</p> <p>Pager, Dinkar : Income Tax Bhawan Publication, New Delhi</p> <p>Chandra, Mahesh and Shukla, D.C. : Income Tax Law and Practice, Pragati Publications.</p>

	<p>Dinker Pagare : Income Tax Law and practice, Sultan Chand & Sons, New Delhi</p> <p>Girish Ahuja and Ravi Gupta : Systematic Approach to Income Tax, Commercial Law Publishers (India)</p> <p>Pvt. Ltd.</p> <p>Kanga and Paliwala : Law and Practice of Income Tax in India</p> <p>Mehrotra, H.C. : Income Tax Law & Accounts, Sahitya Bhawan, Agra</p> <p>Prasad, Bhagwati: Income Tax Law & Accounts, Wiley Publication, New Delhi Publication, New Delhi</p> <p>Singhania, V.K. : Student's Guide to Income Tax, Taxmann, Delhi</p>
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA-501. B-DSE- Auditing
Course Credit	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	<p>To know the examination of documents, vouchers, files etc.</p> <p>To be able to understand the pros and cons of auditing the financial statement.</p> <p>To come across the element of auditing while auditing the different kinds of institutions.</p>
Unit I	Meaning and objects of auditing, Nature of auditing, basic principles and processes of auditing, Planning, conduct and control of an audit, Sampling in Auditing, Audit report.
Unit II	Audit of financial statements: Audit of payments, receipts, sales, purchase, personal ledger, fixed assets, investments, other assets and miscellaneous expenditure, capital and reserves, liabilities and other issues.
Unit III	Audit of companies, special aspects of audit of different kind of institutions, audit of incomplete records, introduction to Government audit.
Learning Support Material	
Text/Reference books	Gupta Kamal, Fundamentals of auditing, TMH, New Delhi.
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA-501.C- DSE- Corporate Accounting
Course Credit	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	Students will be able to understand Accounting related to varied business combinations and corporate restructuring techniques have sound understandings of provisions related to various techniques of raising capital, disposal and capitalization of profits.
Unit I	(a) Issue of Share and Debentures Buy Back of Shares, Book Building Process, Demat Account (b) Underwriting of Shares and Debentures (c) Redemption of Preference Share & Debentures.
Unit II	(a) Acquisition of Business including profit prior to incorporation (b) Preparation of Final Accounts of Companies (c) Disposal and Capitalization of Profits, Accounting for Business Combinations and Corporate Re-structuring – Merger and Acquisition (Ind AS 103)
Unit III	Consolidated Financial Statements of Holding Company with one subsidiary company (Ind AS 110), Liquidation and Winding up of Companies: i) Statement of Affairs and Deficiency A/c ii) Preparation of Liquidator's Final Statement.
Learning Support Material	
Text/Reference books	Gupta, R.L. Radhaswamy, M. : Company Accounts, Sultan chand & sons, New Delhi. Maheshwari, S.N. : Corporate Accounting, Vikas publishing House, New Delhi. Monga, J.R., Ahuja, Girish and Sehgal, Ashok : Financial Accounting, Mayur Paper Back, Noida. Moore, C.L. and jaedicke, R.K. : Managerial Accounting, South Western publishing Co., Cincinnati, Ohio. Shukla, M.C., Grewal, T.S. and Gupta, S.C. : Advanced Accounts, S.Chand & Co., New Delhi. Jain, Khandelwal, Pareek and Dave : Corporate Accounting, Ajmera Book Company, Jaipur.
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA-501. D-DSE- Goods and Services Tax
Course Credit	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course	Understand concept of GST levy of GST and ITC (Input Tax Credit).

Outcomes	Understand and comply with registration process of goods & services tax. To file return.
Unit I	Basic concept & Overview of GST; Definitions, Legal Framework, Threshold Exemption, Levy of GST, GST Council , GST Network, Meaning of Supplies, Non – Taxable Supplies, Time of Supply. Place of Supply under GST, Value of Supply, Reverse Charge Mechanism.
Unit II	Concept of E-way bill, Procedure of Generation of E-way Bill, Exports of Goods and Services and Imports under GST, Refunds and Procedures, Compensation Cess. Registration Process of GST, Valuation in GST, Computation of Tax Liability, Payment of Tax and Interest, Due Dates under GST Law , TDS scheme, Types of Returns , Return & their filing Process, Concept of Input Tax Credit and Concept of Input Service Distributor in GST, Job Work under GST, Electronic Commerce and TCS.
Unit III	Composition Scheme, Assessment and Audit under GST, Tax Invoice, Credit and Debit Notes under GST, Transitional Provisions, Anti-Profiteering Provisions. Appeals and Revision, Demand and Recovery, Penalties and Prosecution, Inspection, Search, Seizure and Arrest, Advance Ruling, Concept of GSTN. Immediately proceedings of 30th June of the academic session amendment will be applicable.
Learning Support Material	
Text / Reference books	CGST Rules 2017 – Central Board of Excise and Customs. GST and Customs Law by Niti Bhasin and Sameer Lama, Taxman Publications GST one nation one tax one market by LVR Prasad and GJ Kiran kumar. GST Ready Reckoner by CA. Keshav R. Garg, Bharat Law House, Delhi. GST Ready Reckoner By V.S. Datay. Rajasthan GST Act, 2017. The Central Goods and Services Tax Act, 2017. The Integrated Goods and Services Tax Act, 2017.
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA-501.E-DSE- Cost Analysis and Control
Course Credit	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	Understand the basic concepts of cost accounting Understand the cost techniques

	<p>Know that how cost accounting works in real life.</p> <p>Understand the concept of Total Quality Management and Statistical Tools in Strategies Decision Making.</p>
Unit I	Cost Accounting an overview, Techniques of cost Accounting, cost analysis for various function of management, Just-In-Time (JIT) - Introduction, benefits use of JIT in Measuring the Performance, Enterprise Resource Planning (ERP) - its applications in strategic cost management and Bench Marking.
Unit II	Total Quality Management- Basics, Stages, Principals, Control, Corrective Actions, Problem identification, Ranking Analysis, Innovation, Solution and Evaluation (PRAISEsteps), Problems, Implementation, Quality Costs, PARETO Analysis. Research and Development Costs, Learning Curve.
Unit III	Budgetary Control – Introduction, Meaning and Definition of Budgetary Control, Objectives, Advantages and Disadvantages of Budgetary Control, Types of Budget, Responsibility Accounting, Performance Budgeting, Zero Base Budgeting (ZBB). Statistical Tools in Strategies Decision Making, Cost Information and Cost Analysis for Managerial Decisions.
Learning Support Material	
Text/Reference books	<p>Bhabatosh Banerjee : Cost Accounting , World Press. P. Ltd.</p> <p>Bhar, B.K. : Cost Accounting Methods and Problems, Academic Publishers</p> <p>Horngren, C. T.: Cost Accounting: A Managerial Emphasis Prentice Hall of India</p> <p>Kamal Gupta : Contemporary Audit , Tata McGraw Hill and Co. Pvt. Ltd.</p> <p>Keshu, Ravi M. : Advanced Cost Accounting Cost System Taxation</p> <p>Lawrence, D. Schall and Charlew, W. Haley: Introduction to Financial Management, Tata Mcgraw Hill Pub.</p> <p>Co. Ltd.</p> <p>Mariz, A. and Usry, M.F.: Cost Accounting Planning and Control</p> <p>Prasad, N.K. : Principles, and Practice of Cost Accounting, Book Syndicate Pvt. Ltd.</p> <p>Rose, T.G. : Management Audit, Gee and Co. Ltd.</p> <p>Study material of ICAI</p> <p>Tikhe J. : Cost Audit and Management Audit, Bangalore Chapter of Cost Accountants</p>
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA-501. F-DSE- International Accounting
Course Credit	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	To acquaint the students with the accounting needs of international financial markets and to analyse the accounting measurement and reporting issues unique to multinational business transactions.
Unit I	International Dimensions of Accounting - Conceptual Development and Comparative Development Patterns, Currency Transactions, Financial Accounting among countries and International economic linkages.
Unit II	Managing International Information Systems, International Perspective on Inflation Accounting, Financial Reporting and Disclosure, Analysing Foreign Financial Statements.
Unit III	Financial Management of Multinational Entities, Transfer Pricing and International Accounting - International Standards and Multinational Corporations.
Learning Support Material	
Text/Reference books	<p>Arpon, Jeffrey S and Radebaugh, Lee H. International Accounting and Multinational Enterprises. New York, John Wiley.</p> <p>Choi, Frederick D S and Mueller Gerhard G. International Accounting. Englewood Cliffs, New Jersey, Prentice Hall Inc.</p> <p>Evans, Thomas G. International Accounting & Reporting. London, MacMillan.</p> <p>Gray, S J. International Accounting and Transnational Decisions. London, Butterworth.</p> <p>Holzer, H Peter. International Accounting. New York, Harper & Row.</p> <p>Prodhon, Simal. Multinational Accounting. London, Croom-Helm.</p> <p>Rathore, Shirln. International Accounting. Englewood Cliffs, New Jersey, Prentice Hall Inc.</p>
Online resources	To be informed by the Course Leader

DSE- 502 - Finance, Banking and Insurance

Course Nomenclature	BBA-502. A-DSE- Investment and Portfolio Management
Course Credit	6
Teaching	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,

Pedagogy	
Course Outcomes	Able to impart knowledge to students regarding the theory and practice of Security Analysis and Investment Decision Making Process.
Unit I	Investment: Meaning, Principles and Avenues, Operations of Indian Stock Market; New Issue Market; Valuation Theories of Fixed and Variable Income Securities.
Unit II	Stock Market Analysis - Fundamental and Technical Approach, Efficient Market Theory; Recent Developments in the Indian Stock Market.
Unit III	Portfolio Management: Meaning, Importance, Markowitz Theory, Capital Asset Pricing Model, Arbitrage Pricing Theory, constructing efficient frontier and optimum portfolio.
Learning Support Material	
Text/Reference books	<p>Amling, Frederic. Investment. Englewood Cliffs, Prentice Hall Inc., New Jersey</p> <p>Bhalla, V K. Investment Management: Security Analysis and Portfolio Management.,S. Chand, New Delhi</p> <p>Fischer, Donald E. and Jordan, Ronald J. Security Analysis and Portfolio Management. Prentice Hall of India, New Delhi.</p>
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA-502. B-DSE- Working Capital Management
Course Credit	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	Able to acquaint the students with the importance of the working capital and the techniques used for effective working capital management.
Unit I	Working Capital management: Meaning, Concept, Importance, Levels of Working Capital Investment, Working Capital Policies, Cash Management Systems.
Unit II	Managing Corporate Liquidity and Financial Flexibility: Determining the optimum levels of Cash Balance- Baumol Model, Beranek Model, Miller-Orr Model, Stone Model, Receivable Management --Determining the Appropriate Receivable Policy.
Unit III	Inventory Management: Kinds of Inventories, Benefits and Costs of Holding Inventories, Inventory Management and Valuation, Inventory Control Models, Short-term financing, Programming Working Capital Management.

Learning Support Material	
Text/Reference books	<p>Bhalla, V.K. Working Capital Management: Text and Cases, Delhi, Anmol.</p> <p>Hampton J.J. and C.L. Wagner Working Capital Management, John Wiley & Sons.</p> <p>Mannes, T.S. and J.T. Zietow Short -term Financial Management, West Publication Co.</p> <p>Scherr, F.C. Modern Working Capital Management, Prentice Hall</p> <p>Smith, Keith V. and G.W. Gallinger Readings on Short-term Financial Management, 3rd ed. West Publication Co.</p>
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA-502. C-DSE- Financial Market Operations
Course Credit	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	Acquainting the students with the working of financial markets in India.
Unit I	Indian financial system: Meaning, Role of financial market in India, Structure of Financial Market; Money Market: Definition, composition, Defect, and suggestion for improving money market, Money market instruments, recent trends of Organised money market.
Unit II	Capital market: Meaning, definition, instruments, Primary Market : Functions of New Issue market, Method of Issue of Stock & securities, Stock Exchange: Definition, characteristics, advantages, disadvantages and functions of Stock Exchange. Listing & De-listing of Securities: procedure, advantage, legal requirement. Regulatory structure, Public issue: Pricing, Marketing. Functionaries of stock Exchanges, Stock Broker, and sub - broker.
Unit III	Establishment, Organization & Management, power and function of SEBI, role and achievement of SEBI, Guidelines of SEBI: new issue market, Initial Public Offers (IPO's), secondary market, listing, underwriting, and bonus share. Merchant banking: Meaning, functions, Guidelines of SEBI regarding Merchant banking. Investor protection: grievances and removal. Credit rating: Meaning, objectives, functions advantages & disadvantages. Credit rating agencies in India.

Learning Support Material	
Text/Reference books	<p>Gurley, J and Saw, E.S : Money in a Theory of Finance, Washington, Brooking Institution</p> <p>Gold Smith, R.W. : Financial Institution, Random House</p> <p>Khan, M.Y. : Indian Financial Theory and Practice, Vikas Publishing House, Delhi</p>

	<p>Khan, M.Y. Financial Services, Vikas Publishing House, Delhi</p> <p>Bhalla V.K.: Financial Market, S chand, Delhi</p> <p>Mehta Jogendra: Mutual Fund & Stock Exchange, Aadi Publication, Jaipur</p> <p>Mathur B.L. & Dave R.K.: Financial Market Operations, (Hindi & English), Vide Vision Publisher, Jaipur</p> <p>Mishra V.K.: Financial Market Operations, (Hindi & English), RBD, Jaipur</p> <p>Saraswat & Choudhary: Financial Market Operations, (Hindi & English), RBD, Jaipur Garden, & Natarajan: Financial Market & Institution: Himalaya Publishing, Delhi</p> <p>Agarwal, Garden, & Natarajan: Indian Financial Market & Services: Himalaya Publishing, Delhi</p> <p>Gurusamy S: Financial Market & Institutions: Himalaya Publishing, Delhi</p>
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA-502. D-DSE- Insurance Management
Course Credit	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	To be able to understand the insurance, its working and different types of life insurance.
Unit I	Introduction: savings and investment schemes like shares, units, mutual funds etc. vis-a-vis insurance. Tax benefits under insurance policies, comparison between different products offered vis-a-vis chargeable premium and coverage.
Unit II	Computation of premiums/bonuses; premium calculation- including rebates, large sum assured policies, rebate, extra premium under premiums, surrender value, insurance documents, first premium receipt/renewal premium receipt; policy contract.
Unit III	Life insurance products: Traditional Unit Linked policies, individual and group policies, different types of insurance products- whole life products, terms assurance annuities. Endowment, Assurance, Options and Guarantees, Group insurance and pension plans. Health related insurance.
Learning Support Material	
Text/Reference books	

Online resources	To be informed by the Course Leader
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Course Nomenclature	BBA-502. E-DSE- Commercial Bank Management
Course Credit	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	To be able to understand the banking its working and investment in banks.
Unit I	Principles of Banking, definition of bank, creation of money, present structure of commercial banking system in India, brief history, functions, Management principle in banks, managerial functions in bank.
Unit II	Recruitment, selection, training, promotion, control of staff, management of deposits and advances, deposit mobilisation, classification and nature of deposit accounts, advances, lending practices, types of advances.
Unit III	Investment Management: liquidity and profitability, preparation of cheques, bills, endorsement, Government securities, document of title to goods railways receipt; records, reports, evaluation of loan applications; profit and loss accounts; balance sheet and statutory reports regarding cash revenue.
Learning Support Material	
Text/Reference books	
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA-502. F-DSE- Financial Decisions Analysis
Course Credit	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	To give intensive knowledge about the use of managerial techniques in specified financial decision making areas.
Unit I	Basic Concepts in Decision Making: Product Costing, behaviour characteristics of costs, Forecasting using Historical data, Least square method of Regression Analysis, Predictive quality of Regression line, Relevant cost concept in Decision making: Qualitative factors in

	Decision Making, Relevancy of Information.
Unit II	Operation Research in Decision Making: Linear Programming, Sensitivity Analysis, Queing Theory, Decision Tree Analysis, Simulation Technique, Replacement Decisions.
Unit III	Capital Expenditure Decision Under Conditions of Risk and Uncertainty; Cost-volume-profit Analysis under Conditions of Uncertainty; Leasing Vs. Borrowing Decisions, Mergers and Acquisitions, Takeover code.
Learning Support Material	
Text/Reference books	<p>Bhalla, V K. Financial Management and Policy. 2nd ed., New Delhi, Anmol, Delhi.</p> <p>Bierman, Harold. Lease Vs. Buy Decision. Englewood Cliffs, New Jersey, Prentice Hall Inc.</p> <p>Fogler H and Ganpathy Financial Econometrics. Englewood Cliffs, New Jersey, Prentice Hall Inc.</p> <p>Levy, H and Sarnat H. Capital Investment and Financial Decision. Englewood Cliffs, New Jersey, Prentice Hall Inc.</p> <p>Van Horne, James C. Financial Management and Policy. Englewood Cliffs, New Jersey, Prentice Hall of India.</p>
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA-503-DSE-ST - Summer Internship and Viva Voce
Course Credit	6
	On the job training and discussion on the problems with faculty and corporate managers.
Purpose	<p>Summer Training Project offers an opportunity to put learning into practice and it also serves as an important experiential channel for students to move towards finalizing their preferences on various specializations.</p> <p>During the training, the student is expected to learn about the organization and analyze and suggest solutions to a live problem. The objective is to equip the students with the knowledge of actual functioning of an organization and problems faced by them for exploring feasible solutions.</p>
Timing of training	At the end of the fourth semester examination, it is mandatory for every student of BBA to undergo On-the- job practical training in any manufacturing, service, financial organization and any other corporate/Company in consultation with faculty. The training will be of 6 to 8 weeks duration.
Format of Summer	During the course of training, the organization (where the student is undergoing training)

<p>Training Report</p> <p>Project</p>	<p>may assign a problem/project to the student. The student, after the completion of training will submit a report to the College/Institute which will form part of the third semester examination. The report must be submitted after three weeks of Summer Internship completion.</p> <p>The report (based on training and the problem/project studied) prepared by the student will be known as Summer Training Project Report. It should reflect in depth study of an organization where the student undergoes training.</p> <p>One comprehensive chapter must be included about the organization where the student has undergone training. This should deal with company profile which includes brief history of the organization, its structure, financial highlights, performance, products/services and problem faced. This chapter will form Part 1 of the report. Part 2 of the report will contain the study of problem undertaken during training.</p> <p>The report will be in standard font size (12) and double spacing in times new rowan of minimum 40 pages. Two neatly typed (one sided only) and soft bound copies of the report will be submitted to the College/Institute. The report will be typed on A-4 size paper.</p> <p>The report will have three certificates, one by the Head of the Department, another by the Faculty guide and third one from reporting officer of the organization where the student has undergone training. These three certificates should be attached in the beginning of the report.</p>
<p>Evaluation</p>	<p>The Summer Training Project Report comprises of 100 marks and will be evaluated through a viva voce examination by head of the department or his nominee internal examiner and external examiner. The evaluation will consist of (1) Project Report evaluation of 30 marks (2) Viva Voce examination of 70 marks.</p>
<p>Anatomy of Training Report</p> <p>a</p>	<p>A well-organized report is divided into easily recognizable parts arranged in an effectual sequence. A training report is a formal report, which is a detailed tightly structured document. It may contain the following parts arranged for effective communication in the report in the sequence shown as below:</p> <p>Front Matter</p> <p>Title Page</p> <p>Letter of Transmittal</p> <p>Certificate</p> <p>Preface</p> <p>Acknowledgement</p> <p>Table of Contents</p> <p>Lists of Illustrations</p> <p>Main Text</p>

	<p>Introduction (Chapter 1)</p> <p>Discussion (Body of the report)</p> <p>Conclusion and Recommendations (last chapter)</p> <p>Back Matter</p> <p>Bibliography</p> <p>Appendices</p> <p>References</p>
<p>General guidelines for training</p>	<p>This consists of important areas on which a student should collect relevant information while undergoing Summer Training Project in an organization:</p> <p>Broad Areas</p> <ol style="list-style-type: none"> 1. Inputs- Raw Materials 2. Production Process 3. End Products and Specification 4. Organizational Structure 5. Financial setup 6. Sales and Marketing strategies 7. Plant Design 8. Materials Management system 9. Quality Control System 10. Management Information System 11. Utilities and Waste Management 12. Plant Economy 13. Human Resource Management 14. Artificial Intelligence 15. Financial performance 16. Entrepreneurship and Small Business Management 17. Tourism and hospitality industry 18. Investment and security analysis <p>The guidelines for above-mentioned broad areas are as below:</p> <ol style="list-style-type: none"> 1. Inputs: Raw Materials, details of raw materials pertaining to various products including quantity, specifications, sources of supply, vendor location, geographical

- availability, procurement cost, etc.
2. Production Process: Process flow diagram of manufacturing process, various stages in production.
 3. End Products and Specification: List of final products, market growth of products, product demand and supply, competitors, customers for products
 4. Organizational Structure: Organization chart for the whole organization showing various levels of authority, span of control at each level, type of arrangement at each level in terms of line, line and staff and functional details etc.
 5. Financial setup: Balance sheet, Profit and Loss account and other financial instruments.
 6. Sales and Marketing strategies: Various sales and marketing strategies employed by the organization must be studied.
 7. Plant Design: Capacity of plant, its measurement and utilization, Plant Size, location and layout.
 8. Materials Management System: Procedure adopted in stores for receipt of raw materials, goods and components, various forms and documents used for movement of materials and issue authorization, stores organization; centralized or decentralized, codification methods used for different materials, system of replenishment for inventory items, controls like ABC analysis, procedure for indenting spares etc.
 9. Quality Control System: Methods used for controlling quality of raw materials, process and manufactured items, SQC application, testing machines used, implementation of ISO 9000.
 10. Management Information System: Documents/reports used for information system at operational, tactical and strategic levels, communication network at various levels, organization of coordination meetings and decisions taken.
 11. Utilities and Waste Management: List of utilities and auxiliary services needed, Information about waste generated, methods of reducing waste, environment pollution problems created ash disposal, and effluent treatment system.
 12. Plant Economy: Project costing, components of production cost- direct and indirect, financial analysis balance sheet, income statement, accounting for inventory, breakeven/profitability analysis.
 13. Human Resource Management: Recruitment policy, retention policy to reduce turnover rate, employees benefits etc.

Course Nomenclature	BBA-504. A-SEC- EXIM Procedure and documentation
Course Credit	2
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	<p>Assess how to plan and set up international business.</p> <p>Analyse the importance of documentation in export compliance management.</p> <p>Carry out routine operations such as drafting an export sale contract, deciding price list, selection of method of payment, etc.</p> <p>Describe documentation and procedures from planning to execution stage.</p> <p>Develop skills for application of delivery terms in international transactions to minimise potential losses.</p>
Unit I	Trade, Procedures and Documentation: An Overview, institutional framework and major participants in foreign trade; foreign trade policy of India; procedure for setting up export-import business; procedure for obtaining Importer-Exporter Code (IEC) number; Registration-cum-Membership Certificate (RCMC) and setting up a unit in Special Economic Zone (SEZ).
Unit II	Foreign Exchange Regulations, Pricing and Offshore Contracts Setting up export-import business; FEMA guidelines relating to export-import business; INCO terms: Meaning, rationale, contents and impact on pricing; Export pricing: Introduction, methods of export pricing, factors affecting export pricing and construction of export price list. Types of export contracts: export sales contract (ESC)-basics and essential elements and typical terms/conditions incorporated in an ESC; setting up an export sale contract/export order; clean payments, documentary collections and counter trade transactions.
Unit III	Export Documentation and Custom Clearance Procedures; Export documents-meaning, importance and classification; financial or payment documents meaning, purpose, functions, types; regulatory aspects and application of URC and UCP; Commercial documents - Meaning, purpose, functions, types; Transport documents; Risk covering and Insurance documents. Freight forwarders - role, functions and organisational setup; procedure and documentation relating to custom clearance of import and export cargo; Export finance - Pre-shipment and post-shipment finance, meaning, schemes and procedure; role of financial institutions in export finance; export factoring.
Learning Support Material	
Text/Reference books	<p>Export Import Policy and Handbook of Procedures, Ministry of Commerce, Govt. of India</p> <p>Gopal, R. Export Import Procedures, Documentation and Logistics. New Age International Publishers, New Delhi.</p> <p>Government of India, Handbook of Import - Export Procedures. ICC Publications on UCPDC and URC</p>

	<p>Jain, Khushpat, S. Export Import Procedures and Documentation. (4th Edition 2007) by, Himalaya Publication, New Delhi.</p> <p>Jeevanandam, C. International trade policy, practices, procedures and documentation Sultan & Chand Publication, New Delhi.</p> <p>Kumar, A. Export and Import Management. Excel Publication, New Delhi.</p> <p>Mahajan. M. L. A Guide on Export Policy Procedure and Documentation. Snow white Publications, Mumbai.</p> <p>M. D. Jitendra. Export Procedures and Documentation, Rajat Publications.</p> <p>Pervin Wadia, Export Markets and Foreign Trade Management, Manishka Publications.</p>
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA-504. B-SEC- Emotional Intelligence
Course Credit	2
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	<p>Understand the theoretical concept of emotional intelligence and its various models.</p> <p>Understand the concept of self-awareness, self-management and relationship management.</p> <p>Gain insights into establishing positive relationships.</p> <p>Develop a comprehensive understanding regarding the application of emotional intelligence</p>
Unit I	Introduction: Meaning and types of emotion; Emotional Intelligence: Definition, nature, significance; Models of emotional intelligence: ability model, trait model and mixed model. Components of emotional intelligence.
Unit II	Self Awareness: Observing and recognizing ones' own feelings, knowing ones' strengths and areas of development. Self-Management: Managing emotions, anxiety, fear and anger. Relationship between emotions, thought and behaviour. Social Awareness: observing and recognizing others' perspectives, empathy and compassion.
Unit III	Relationship Management: Effective communication, collaboration, team work and conflict management. Application of emotional intelligence for health, mental health and well-being. Application of the emotional intelligence at the workplace and in educational settings. Relationship between IQ and EQ.
Learning Support Material	
Text/Reference books	<p>Anand, P. (2017) Emotional Intelligence: Journey to Self Positive. New Delhi: The Readers Paradise.</p> <p>Bar-On, R & Parker, J.D.A. The Handbook of Emotional intelligence. San Francisco,</p>

	<p>California: Jossey Bros.</p> <p>Goleman, D (1995) EI. New York : Bantam Book.</p> <p>Goleman, D (1998) Working With Emotional Intelligence. New York: Bantam Books.</p> <p>Sternberg, R.J. Handbook of Emotional Intelligence. Cambridge University Press.</p> <p>Wilson, Neale and Spencer. Emotional Intelligence Coaching, Kogan Page Pvt Ltd.</p> <p>Gupta S.K. Guidance and Counselling in Indian Education, New Delhi : NCERT.</p>
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA-504.C-SEC- Micro Finance
Course Credit	2
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	Provide the thorough understanding about micro finance and apply knowledge and understanding to provide effective Micro Finance solutions for customers.
Unit I	Micro Finance: Meaning, Definition, Salient feature, Benefits, target group, Micro Finance and poverty: Role in poverty alleviation in rural area. Micro Finance and Women Empowerment.
Unit II	Micro Finance as a tool for development. Evolution and character of Micro Finance in India. Micro Finance delivery methodologies. Micro Finance in India: Present and Future. Some Innovative and Creative Micro Finance Models. Monitoring and Evaluation Findings. Emerging issues.
Unit III	Micro Finance debates and challenges: Interest rates, Use of Loans, Reach versus Depth of Impact, Gender. Benefits and Limitations. Micro Finance Standards and Principles. Scale of Micro Finance Operations, Micro finance and financial institutions, Micro Finance and Social Interventions, criticisms of Micro Finance.
Learning Support Material	
Text/Reference books	<p>H.L.Bhatia: Public Finance: Vikas Publishing House, New Delhi</p> <p>M.C.Vaish: Macro Economics Theory, Vikas Publishing House, New Delhi</p> <p>A.Sharmila: Business Policy, Vikas Publishing House, New Delhi</p> <p>Bimal Jaiswal: Banking Operation Management, Vikas Publishing House, New Delhi</p> <p>Singh & Bani: Behavioural Finance, Vikas Publishing House, New Delhi</p> <p>N.K.Sengupta: Government & Business, Vikas Publishing House, New Delhi</p>

	<p>Armendaviz & Morduch: Economics of Micro Finance, PHI, Delhi</p> <p>Kennedy: Applied Computational Economics & Finance, PHI, Delhi</p> <p>Kaushik & Rengarajen: Micro Finance & Women's Empowerment, Serials Publication</p> <p>Ratan Kumar: Cooperative & Microfinance, Serial Publication</p>
Online resources	To be informed by the Course Leader

B. B. A. Final Year (Semester-VI)

DSE - 601 Marketing and Foreign trade

Course Nomenclature	BBA-601. A-DSE- Customer Relationship Management
Course Credit	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	<p>Understand the fundamentals of CRM.</p> <p>Comprehend the CRM process.</p> <p>Develop skills in managing customer relationships.</p> <p>Plan and strategize for CRM implementation.</p> <p>Understand the integration of CRM with marketing strategy.</p>
Unit I	Introduction to CRM: Definition and concepts of CRM, Components of CRM, Understanding the goal of CRM and Customer Touch Points. CRM Process: Introduction and Objectives of a CRM Process 4C's (Elements) ; The CRM cycle- Assessment Phase Planning Phase, The Executive Phase; Customer value: Customer Relationship styles, Types of Customer Value, Value co-creation. Emerging Trends in CRM.
Unit II	Managing Customer Relationship: Stages, Techniques to Manage Relations, Customer Experience Management. Creating a Customer Profile; Knowing your Customers; Segmenting & Targeting Customers; Tools used for Segmenting & Targeting Customers, Planning for CRM: Steps in Planning-Building Customer Centricity, Setting CRM Objectives, Defining Data Requirements, Planning Desired Outputs, Relevant issues while planning the Outputs.
Unit III	Elements of CRM plan, CRM Strategy; The Strategy Development Process, Customer Strategy Grid. e-CRM : Introduction, Importance, Challenges, Strategies, e-marketing and e-CRM, CRM and Marketing Strategy: CRM Marketing Initiatives, Sales Force Automation, Campaign Management, Call Centres. Practice of CRM; CRM in Consumer Markets, CRM in Services Sector, CRM in Mass Markets, CRM in Manufacturing Sector, Sales Force Automation, Enterprise Resource Planning (ERP).

Learning Support Material	
Text/Reference books	<p>Alok Kumar, Chabbi Sinha, Rakesh Kumar, Customer Relationship Management: Concepts & Application Biztantra, Delhi, 2007.</p> <p>Peeru Mohamed, A Sagadevan, Customer Relationship Management- A Step-by-Step Approach, Vikas Publishing House Pvt. Ltd., Delhi, 2008.</p> <p>Barnes James G : Secrets of Customer Relationship Management, Mc Graw Hill.</p> <p>Paul Greenberg, Customer Relationship Management at the speed of light, Second Edition, Tata McGraw Hill.</p> <p>Michael J. A. Berry, Gordon S. Linoff, Data Mining Techniques: for Marketing, Sales, and Customer Relationship Management, Wiley Computer Publishing, Singapore</p> <p>Ramaswamy, et al : Harvard Business Reviews on Customer Relationship Management.</p>
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA-601. B-DSE- Foreign Trade and Foreign Exchange
Course Credit	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	Enables the student to know the working of the International Trade and Finance.
Unit I	Introduction: Meaning, definition, importance and problems of foreign trade terms of trade: Meaning, types, and factors, Balance of trade, Balance of payment, concept, importance, causes of disequilibrium and remedial measures. International payments: Meaning, characteristics, need, difficulties, and methods. Documentary credit: Meaning, characteristics, procedure, types, advantages, limitations and precautions.
Unit II	International Economic and Trade Organization, International Monetary Fund (IMF), International Bank for Reconstruction & Development (IBRD), International Financial Corporation (IFC), Asian Development Bank (ADB), World Trade Organisation (WTO), Special Drawing Rights (SDR). Foreign exchange rate: Meaning, types, importance, causes of Fluctuations and theories of Foreign exchange rate determination.
Unit III	Exchange Control: Meaning, objectives and methods, Exchange control in India. Export promotion and import substitution. Export Credit Guarantee cooperation (ECGC). Commercial Policy, Export houses and Trading Houses, Export Processing Zones (EPZ's), Special Economic Zones (SEZ's), 100 % Export Oriented Units (EOU), Export Import (EXIM) bank.
Learning Support Material	

Text/Reference books	<p>Saini,H.C.:India’s ForeignTrade,Its Nature and Financing</p> <p>Choudhary, B.K.: Foreign Trade and Its Financing, Himalaya Pub. House , Agra</p> <p>Mathur B.L. & Dave R.K. : International Trade & Finance, (Hindi & English), Vide Vision Publisher, Jaipur.</p> <p>Singhal: Antarashtriya Arthshastra, Sahitya Bhawan,Agra</p> <p>Agarwal, Singh, & Gupta: International Trade & Finance, RBD, Jaipur.</p> <p>Ojha B.L. & Hai M.A.: International Trade & Finance, RBD, Jaipur</p> <p>Gutt ridge & Megral; Law Relating to Letter of Credit</p> <p>Else worth, P.T.: International Economy, New York</p> <p>Habaler,G.: Theory of International Trade, William Hedge & Co. UK.</p> <p>Mittani D.M.: Money, Banking, International Trade & Public Finance, Himalaya Publishing, Delhi</p> <p>Seth, M.L. : Money Banking and International Trade, Education Pub., Agra</p>
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA-601. C-DSE- Retail Management
Course Credit	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	<p>Understand the concept and significance of retailing and retailing environment.</p> <p>Understand consumer behavior in retail and comprehend the customer decision-making process in the retail industry.</p> <p>Develop an understanding of retail marketing and promotion strategies.</p> <p>Gain insights into the factors that affect retail location and also understand the principles of store design and layout</p> <p>Understand the retail industry in India.</p>
Unit I	Introduction: Definition, Nature, Importance of Retailing; Functions of retailing, Retail formats and types, Retailing Environment. Understanding the Retail Consumer: Retail consumer behaviour.
Unit II	Factors influencing the Retail consumer, Customer decision making process. Retail marketing and promotion: function, importance, Strategies; Retail promotion Mix:- Retail

	promotion program, retail advertising media, promotional budget.
Unit III	Retail Location: Factors affecting location decision, Site Selection, Location based retail Strategies; Store Design: Interiors and Exteriors, Store layout, Types of layouts. Retailing in India : Evolution and trends in organized retailing, Indian organized Retail market, FDI in Indian organized retail sector, retail scenario in India, future trends of retail in India.
Learning Support Material	
Text/Reference books	Nair Suja, Retail Management, Himalaya Publishing House. Gibson Vedamani, Retail Management, Pearson's Publication. Swapna Pradhan, Retail Management, Tata Mc Graw Hill. Phillip Kotler, Keven Lane Keller, etal. Marketing Management, Pearsons.
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA-601. D-DSE- Advertising and Brand Management
Course Credit	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	Develop a strategic brand equity business plan based on an accurate analysis of a business situation. Evaluate the customer environment for new and existing brands and build this customer focus into brand strategy in unpredictable and complex contexts. Evaluate the feasibility of a new brand launch. Develop and execute a new brand launch plan. Evaluate the performance and situation of a brand for the purpose of recommending future strategies. Measure the value of a brand to an organization using industry standard methods.
Unit I	Advertising need & importance: Definition & growth of modern advertising, advertising & the marketing mix, types & classification of advertisement, advertising spiral; Social & economic aspects of advertising; Marketing communication models: AIDA, hierarchy of effect, innovation adoption model, action first model, quick decision model; Planning framework of promotional strategy, How advertising works: Exposure, salience, familiarity, low involvement, central route & peripheral route & cognitive learning; Positioning strategies ; Associating feelings with a brand; Developing brand personality.

Unit II	Creating copy strategies: Rational & emotional approaches, selection of an endorser, creative strategy & style- brand image, execution, USP, common touch & entertainment, message design strategy, format & formulae for presentation of appeals (slice of life, testimonials, etc.), different types of copy; Art & layout of an advertisement: Principles of design, layout stages, difference in designing of television, audio & print advertisement, Media planning & scheduling: Introduction to broadcast & non -broadcast media; Budgeting decision rule: percentage of sales method, objective to task method, competitive parity, & all you can afford; Key factors influencing media planning; Media decisions: media class, media vehicle & media option; Scheduling: fighting, pulsing, & continuous.
Unit III	Management of sales promotion: Importance & need for sales promotion, planning for consumer schemes & contests, different types of consumer schemes. Introduction to brands and brand management, Concept of a brand, brand evolution, branding challenges and opportunities, Strategic brand management process. Identifying and establishing brand positioning and values; Brand building, brand positioning and values brand repositioning. Designing and implementing brand strategies; Brand extension. Brand hierarchy Kapfrer. Brand equity, brand personality, brand image, managing brands overtime. Integrating advertising and brand management.
Learning Support Material	
Text/Reference books	Aaker, Myers &Batra : Advertising Management , Prentice Hall. Wells, Moriarity & Burnett : Advertising Principles & practices , Prentice Hall. Kleppner’s Advertising Procedure: W.Ronald Lane, kane Whitehill king and J. Thomas Russell, Pearson Education. George E.Belch& Michael A. Balch : Advertising and Promotion, TMH S.H.H Kazmi and SatishK.Batra : Advertising and sales promotion, Excel books.
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA-601. E-DSE- Digital Marketing
Course Credit	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	Apply knowledge of management theories and practices to solve business problems Foster Analytical and critical thinking abilities for data-based decision making. Develop Value based Leadership ability. Understand, analyze and communicate global, economic, legal, and ethical aspects of business.

	Imbibe the concepts of social media communication and platforms.
Unit I	Basics of Digital Marketing, Introduction to Digital Marketing, Importance, How did Internet Marketing work, Traditional Marketing v/s digital Marketing, Types of digital marketing, Increasing visibility, visitors Engagement, Bringing targeted traffic, lead generation. Analysis keyword research, Market research, keyword research and analysis, types of keywords, tools used for keyword research , localized keyword research, competitor website keyword analysis, Choosing right keyword to the project.
Unit II	Search engine optimization, Introduction to SEO, How did search engine work, SEO fundamental and concepts, understanding the SERP, Google processing, Indexing, Crawling. On- Page Optimization, Domain selection, Hosting selection, Meta Data Optimization, URL Optimization, Internal Linking, 301 Redirection, 404 error pages, canonical implementation, no-follow, do- follow.
Unit III	Link building tips and techniques, Difference between white Hat and black Hat SEO, Alexa rank and domain, link acquisition techniques, directory submission, social bookmarking submission, search engine submission, web submission, article submission, video submission, forum submission, PPT submission, PDF submission, classified submission, blog commenting, citations, profile link creations, info graphic submissions.
Learning Support Material	
Text/Reference books	<p>Kotler, P. & Keller, K. (2011). Marketing Management (14th 28 ed.). Prentice Hall.</p> <p>Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2009). Marketing Management: A South Asian Perspective (13th ed.). Pearson Education</p> <p>Mankad, J. & Dishek, J., (2019), Understanding digital marketing strategies for online success, BPB Publications (August 26, 2019).</p>
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA-601. F-DSE- Global Business Management
Course Credit	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	<p>Be able to describe and discuss the global development of the textiles and clothing industry, as well as its effects.</p> <p>Enterprise and how it affects textile company operations in general and marketing in particular be able to apply different models and theories in order to evaluate establishment opportunities and to implement</p> <p>Market choices for companies seeking new markets be able to immerse themselves in cultural differences and the importance of companies taking these into account</p>

	<p>To able to work on the basis of a critical attitude and evaluate the consequences of companies internationally.</p> <p>Global actions, with emphasis on environmental and ethical aspects implement, analyse and document an information search process on the basis of their own information requirements.</p>
Unit I	<p>Overview: International Business- Introduction, Concept, Definition, Scope, Trends, Challenges and opportunities; Nature, Meaning and Importance of International competitive advantage, Multidimensional view of Competitiveness- Financial Perspectives- International monetary systems and financial markets, CMF, World Bank, IBRD, IFC, IDA, existing international arrangements; Globalization and foreign investment- Introduction FD!, national FDI policy framework, FPI, Impact of globalization, Strategy making and international business- Structure of global organizations, Types of strategies used in strategic planning for achieving global competitive advantage.</p>
Unit II	<p>Meaning, Concept and scope of distinctive competitive advantage, Financial Integration, Cross border merger and acquisitions. Globalization- Technology and its impact, Enhancing technological capabilities, Technology generation, Technology transfer, Diffusion, Dissemination and spill over, Rationale for globalization, Liberalization and Unification of World economics, International Business theories, Trade Barriers- Tariff and Non-Tariff Barriers.</p>
Unit III	<p>Socio cultural Environment- Managing Diversity within and across cultures, Country risk analysis, Macro environmental risk assessment, Need for risk evaluation; Corporate governance, globalization with social responsibility- Introduction, Social responsibility of TNC, Recent development in corporate social responsibility and policy implications. Global Human Resource Management- Selection, Development, Performance Appraisal and compensation, Motivating employees in the global context and managing groups across cultures, Multicultural management.</p>
Learning Support Material	
Text/Reference books	<p>Bhalla, V.K. and S. Shivaramu; International Business: Environment and Management, Anmol Publication Pvt. Ltd., 2003 Seventh Revised Edition.</p> <p>Rao, P. Subba; International Business, Himalaya Publishing House, 2002 Second Revised Edition.</p> <p>Radriqupes, Corl; International Management – A, Cultural Approach, South West College Publishers, 2001.</p> <p>Francis, Cherunilam; International Marketing, Himalaya Publication House, 1998.</p>
Online resources	To be informed by the Course Leader

DSE- 602- Human Resource

Course Nomenclature	BBA-602. A-DSE- HRD: System and Strategies
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Course Credit	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	<p>The integration of HRD with other areas of HRM and overall business strategy.</p> <p>The identification and uses of competencies in the process of determining development and potential</p> <p>The main components and variations in management development systems within organizations.</p> <p>The course gives an overview of the need for HRD and HRD practices which can develop and improve an Organization's systems and strategies leading to an optimal HRD climate.</p>
Unit I	Human Resource Development (HRD): Concept, Origin and Need, Relationship between human resource management and human resource development; HRD as a Total System; Activity Areas of HRD: Training, Education and Development; Roles and competencies of HRD professionals. HRD Process: Assessing need for HRD; Designing and developing effective HRD programs; Implementing HRD programs; Evaluating HRD programs.
Unit II	HRD Interventions: Integrated Human Resource Development Systems, Staffing for HRD; Physical and Financial Resources for HRD. HRD and diversity management; HRD Climate; HRD Audit. HRD Applications: Coaching and mentoring.
Unit III	Career management and development; Employee counselling; Competency mapping, High Performance Work Systems, Balanced Score Card, Appreciative inquiry. Integrating HRD with technology. Evaluating the HRD Effort; Data Gathering; Analysis and Feedback; Industrial relations and HRD. HRD Experience in Indian Organizations, International HRD experience, Future of HRD.
Learning Support Material	
Text/Reference books	<p>Nadler, Leonard: Corporate human Resource Development, Van Nostrand Reinhold / ASTD, New York.</p> <p>2. Rao T.V. and Pareek, Udai: Designing and Managing Human Resource Systems, Oxford and IBH Publication Ltd.</p> <p>3. Rao T.V.: Reading in human Resource Development, Oxford IBH Publication .Ltd.</p> <p>4. Viramani B.R. and Seth, Pramila: Evaluating Management Training and Development, Vision Books.</p> <p>5. Rao T.V.: Human Resource Development, Sage publication</p> <p>6. Kapur, Sashi: Human resource Development and Training in Practice, Beacon Books. 7. Lynton, Rolf P. and Pareek, Udai: Training for Development, Vistaar publication.</p> <p>8. Werner J. M., DeSimone, R.L.: Human resource development, South Western.</p> <p>9. Mankind.: Human resource development, Oxford University Press India.</p>

	10. Haldar, U. K.: Human resource development, Oxford University Press India. 11. Rao, T.V.: Future of HRD, Macmillan Publishers India
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA-602. B-DSE- Training and Management Development
Course Credit	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	Understand the need and process of training need analysis in organizations. Understand the process of designing a training programmed and its evaluation. Understand various training methods and their applicability in different organizational situations. Comprehend the tools and techniques of management development. Understand the process of management development.
Unit I	Organization vision & plans, assessment of training needs, setting training objectives, designing training programmes, Spiral model of training. Tasks of the training function: Building support, overall training capacity, developing materials, strategic planning, networking, designing training programmes.
Unit II	Training methods: On the job training, job instruction training, apprenticeship, coaching, job rotation, syndicate method, knowledge based methods, lecture, conferences, programmed learning, simulation methods, case study, vestibule training, laboratory training, in-basket exercise, experiential methods, sensitivity training, e-training. Management Development Programme Methods:-Understudy, Coaching, Action Learning, Role Play, Management Games, Seminars, University related programmes, special projects, Behavioural modelling, job rotation, case study, multiple management, sensitivity training. Post training: Training evaluation, Training impact on individuals and organizations, Evaluating Programmes, Participants, Objectives.
Unit III	Organisational Development (OD): Definition Foundations of OD, Managing the OD Process, Action Research and OD. OD Interventions: Overview of OD Interventions, Team Interventions Inter-group and Third-Party Peacemaking Interventions. Comprehensive OD Interventions, Structural Interventions and the Applicability of OD, Training Experiences. Issues in Consultant –Client Relationships, System Ramifications, Power, Politics and OD.
Learning Support Material	

Text/Reference books	<p>Blanchard P.Nick & Thacker James: Effective Training, Systems, Strategies and Practices, Pearson.</p> <p>French Wendell, Bell Cecil and Vohra Veena: Organisation Development, Behavioral Science Interventions for Organisation Improvement, Prentice Hall.</p> <p>Lynton Rolf & Pareek Udai: Training & Development, Prentice Hall.</p> <p>Bhatia S.K.: Training & Development, Deep & Deep Publishers.</p>
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA-602. C-DSE- Management of Industrial Relations
Course Credit	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	<p>Students should able to elaborate the concept of Industrial Relations.</p> <p>The students should able to illustrate the role of trade union in the industrial setup.</p> <p>Students should able to outline the important causes & impact of industrial disputes.</p> <p>Students should able to elaborate Industrial Dispute settlement procedures.</p> <p>Student should be able to summarize the important provisions of Wage Legislations, in reference to Payment of Wages Act 1936, Minimum Wages Act 1948 & Payment of Bonus Act 1965</p>
Unit I	Concept of industrial relations, aspects of industrial relations, conflict and cooperation, parties in industrial relations, workers employers and government, trade unions, objectives collective bargaining. Workers participation in management, levels of participation, mode of participation Works Committee, Joint Management councils, Worker Director, Grievance Procedure, Quality Circles.
Unit II	Trade Union Act 1926, Immunity granted to Registered Trade Unions, Recognition of Trade Unions. The Industrial Employment (Standing Orders) Act 1946, scope, coverage, certification process, modification, interpretation, and enforcement. The Industrial Disputes Act 1947, forum for settlement of disputes, instruments of economic coercion, strikes, lockouts and closure.
Unit III	Salient features, coverage of employees and employers, rules and benefits relating to the Payment of Wages Act 1936, The Payment of Gratuity Act 1972, The Minimum Wages Act 1948, and The Payment of Bonus Act 1965. The salient features, coverage of employees and employers, and benefits under The Provident Fund and Miscellaneous Provisions Act 1952 and Employees Pension Scheme and Employees State Insurance Act 1948.
Learning Support Material	

Text/Reference books	S C Srivastava: Industrial Relations and Labour Laws, Vikas Publishing House T N Chhabra: Industrial Relations and Labour Laws, Dhanpat Rai Publishing House.
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA-602. D-DSE- Talent and Knowledge Management
Course Credit	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	Evaluate the potential and appropriateness of talent development strategies, policies and methods with reference to relevant contextual factors. Assess the role and influence the politics of knowledge management policy and practice in a range of contexts. To familiarize the students with Talent Management To help them understand the Acquisition, Retention, Development and Compensation Practices To familiarize the students with Talent Management. To enhance understanding the Acquisition, Retention, Development and Compensation Practices.
Unit I	Meaning and importance of talent management, Talent management Grid, Creating talent management system, Strategies of talent management. Competency model, Competency mapping, Role of leaders in talent management, Talent management and competitive advantage.
Unit II	Elements of knowledge management, Advantages of knowledge management, Knowledge management in learning organisations. Types of Knowledge: Tacit and Explicit .Managing knowledge workers. Knowledge management process, Approaches to knowledge management: Knowledge management solutions, Knowledge creation, Knowledge sharing, Knowledge dissemination, Knowledge management life cycle.
Unit III	Nonaka's model of knowledge. Knowledge capturing techniques: Brainstorming, Protocol analysis, Consensus decision making, Repertory grid, Concept mapping. Knowledge management strategies: Aligning individual needs with organisation, Reward systems for knowledge management, Knowledge audit, Benchmarking, Balance score card, Gap analysis.
Learning Support Material	

Text/Reference books	<p>Lance A. Berger, Dorothy Berger: Talent management handbook, McGraw Hill New York.</p> <p>Cappeli Peter: Talent on Demand –Managing Talent in an age of uncertainty, Harvard Business press.</p> <p>Awad.E.M and Ghaziri.H.M: Knowledge management, Pearson education International.</p> <p>Stuart Barnes: Knowledge management system theory and practice, Thomson learning.</p> <p>Donald Hislop: Knowledge management in organisations, Oxford University press.</p> <p>Sudhir Warier: Knowledge management, Vikas publishing house.</p> <p>T. Raman: Knowledge management –a resource book, Excel books.</p>
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA-602. E-DSE- Employee Compensation and Administration
Course Credit	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	<p>Recognize how pay decisions help the organization achieve a competitive advantage.</p> <p>Analyze, integrate, and apply the knowledge to solve compensation related problems in organizations.</p> <p>Demonstrate comprehension by constructing a compensation system encompassing; internal consistency, Organizational benefit systems, Administration issues.</p>
Unit I	Employee Compensation: Concept and Significance; Wage Concepts: Wage , Salary , Minimum Wage, Living Wage, Need-Based Minimum Wage, Nominal Wage and Real wage; Wage policy in India ; Theories of wages. Wage Administration: Principles, Factors influencing Wage Fixation and Methods; Role of Wage Differentials: Occupational, Skill, Sex, Inter-Industry, Regional and Sectional.
Unit II	Wage Fixation Mechanisms: Statutory Wage fixation, Wage Boards, Collective Bargaining, Adjudication, Pay Commission; Wage Fixation in Public Sector. Incentives: Principles and procedures for installing sound incentive system; Types of Wage Incentive System;
Unit III	Wage Incentive Schemes in India; working of incentive schemes; Linking wage with productivity; Fringe Benefits: Concepts and Types. Wage and Salary policies in Organization; Role of HR Department in Wage and Salary Administration; Managerial compensation: Perquisites and special Features; Recent trends in managerial compensation in Indian Organizations and MNCs.
Learning Support Material	

Text/Reference books	<p>Lance A. Berger, Dorothy Berger: Talent management handbook, McGraw Hill New York.</p> <p>Cappeli Peter: Talent on Demand –Managing Talent in an age of uncertainty, Harvard Business press.</p> <p>Awad.E.M and Ghaziri.H.M: Knowledge management, Pearson education International.</p> <p>Stuart Barnes: Knowledge management system theory and practice, Thomson learning. 5.</p> <p>Donald Hislop:</p> <p>Knowledge management in organisations, Oxford University press.</p> <p>Sudhir Warier: Knowledge management, Vikas publishing house.</p> <p>T. Raman: Knowledge management –a resource book, Excel books.</p>
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA-602. F-DSE- Strategic and International HRM
Course Credit	6
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	<p>Demonstrate an understanding of key terms, theories/concepts and practices within the field of IHRM</p> <p>Obtain, through elective courses, an in-depth knowledge of specific IHRM-related theories, skills and practices</p> <p>Appreciate the implications of increasing globalization for the management of human resources, with particular reference to HRM in multinational corporations</p> <p>Develop and ability to undertake qualitative and quantitative research and apply this knowledge in the context of an independently constructed work (i.e. dissertation)</p> <p>Identify and appreciate the significance of ethical issues in HR practices and the management of people in the workplace.</p>
Unit I	Concept of Strategy; Types of strategies: Corporate Strategy and Business strategy, Strategic Human Resource Management; Human Resource Environment: Technology and Organization Structure; Worker Values and Attitudinal Trends; Management Trends; Demographic Trends; Human Resource legal environment and Indian context. Strategy Formulation Human Resources Contribution to Strategy; Integration of strategy with corporate and Business Strategy;
Unit II	Role of Human Resource Manager in Strategic Planning; Strategic Human Resource Planning. Wage Fixation Mechanisms: Statutory Wage fixation, Wage Boards, Collective Bargaining, Adjudication, Pay Commission; Wage Fixation in Public Sector. Incentives: Principles and procedures for installing sound incentive system; Types of Wage Incentive

	System;
Unit III	Wage Incentive Schemes in India; working of incentive schemes; Linking wage with productivity; Fringe Benefits: Concepts and Types. Wage and Salary policies in Organization; Role of HR Department in Wage and Salary Administration; Managerial compensation: Perquisites and special Features; Recent trends in managerial compensation in Indian Organizations and MNCs.
Learning Support Material	
Text/Reference books	<p>Dowling, Peter, J and Welch Denice, International Human Resource Management, Thomson Learning, Bangalore, 2006.</p> <p>Anne Wil Harzing et al., International Human Resource Management, Sage, New Delhi.</p> <p>Hodgetts, Rich M., and Luthan, Fred, International Human Resource Management, McGraw Hill Companies Inc., New York.</p> <p>Mead, Flichard, International Management, Blackwell Business, USA.</p> <p>ILO, Multinational Enterprises and Social Policy, ILO, Geneva.</p> <p>Briscoe, Dennis R., International HRM, Prentice Hall, NJ.</p> <p>Torrington, D., International HRM: Think Globally and Act Locally, Hemel Hempstead, Prentice Hall.</p>
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA-603-DSE- ST- Comprehensive Viva-Voce
Course Credit	6
Course Outcomes	<p>To acquire knowledge and skills to face the interview panel.</p> <p>To Equip the students with analytical and evaluation abilities to respond</p> <p>To able to respond the questions by the panel members.</p> <p>To make the students to face the expert panel and present the knowledge, skills and problems in the most efficient way.</p>
Evaluation	Comprehensive Viva Voce is intended to assess the Student's understanding of various Subjects he/she studied during the BBA Course of Study. Every Student shall be required to undergo Comprehensive Viva Voce at the end of VI Semester. The Comprehensive Viva Voce shall be conducted on I, II, III, IV, V and VI Semester courses of the BBA Programme. The student shall be evaluated for 100 marks through a comprehensive Viva Voce by a panel of external expert, internal expert who is

	nominated by the Head of the Department/ Principal of the college/institute. The marks however shall be awarded exclusively by the external examiner.
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Course Nomenclature	BBA-604. A-SEC - Event Organising and Financing
Course Credit	2
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	<p>Exhibit the capability to organize a formal event.</p> <p>Analyse, interpret, and present the learning lessons of organizing the event and Critical Success Factors.</p> <p>Create, organize, and manage team.</p> <p>Prepare and present the promotional material.</p> <p>Plan and prepare sponsorship proposals</p>
Unit I	Event Organising and Management: Management: meaning and functions. Event Management: Concept, and Scope, Categories of Events: Personal/Informal Events and Formal/Official Events, Requirement of Event Manager, Roles & Responsibilities of Event Manager in different events; Special event topics. Characteristics of a Good Planner, SWOT Analysis, Understanding the client needs, identification of target audience; Event Planning Process, Conceptualization, Costing, Canvassing, Customization, and Carrying-out. Critical Success Factors; Outsourcing Strategies, working with Vendors, Negotiating Tactics, Accountability and Responsibility; Event Risk Management and IT for Event Management.
Unit II	Organising/Managing Team and Event Marketing Team Building and Managing Team: Concept, nature, approaches, activities, and practices. Characteristics of a high performing team; Skills required and Job Responsibilities of Leading Teams; Business communication; nature & Process of Marketing; Branding, Advertising; Publicity and Public relations.
Unit III	Financing and Promotion of Events: Financing and Sponsorship - Event Partners, Event Associates, Event Sponsor; Importance of Sponsorship—for event organizer, for sponsor; Type of Sponsorship; Making sponsorship database; Sponsorship Proposal; Ways to seek Sponsorship; Closing a sponsorship; Research on sponsorship avenues; Converting sponsorship into partnership. Promotion of Events - Types of advertising, merchandising, giveaways, competitions, promotions, website and text messaging; Media tools – Media

	invitations, press releases, TV opportunities, radio interviews. Promotional tools – Flyers, Posters, Invitations, Website, newsletters, blogs, tweets.
Learning Support Material	
Text/Reference books	Conway, D. G. (2006). The Event Manager’s Bible. Devon: How to books Ltd. Goldblatt, J. (2005). Special Events: Event Leadership for a New World. New Jersey: John Wiley & Sons Inc. Hoyle, L. H. (2002). Event Marketing. New Jersey: John Wiley & Sons Inc.
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA-604. B-SEC - Artificial Intelligence in Business
Course Credit	2
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	Demonstrate an understanding of the main concepts of artificial intelligence. Identify key areas of finance where AI can be used. Evaluate pros and cons of AI in marketing. Identify key areas to apply AI in HRM.
Unit I	Artificial Intelligence: History, definition, types of AI, common AI applications. Big data, putting AI to work on big data, big data vs. scattered data, Natural Language Processing (NLP), Artificial General Intelligence (AGI). Data mining.
Unit II	Applications of AI in Finance: Credit scoring, fraud prevention, algorithmic trading, robo-advisory, personalized banking experience, process automation. Challenges of AI in Finance: Data quality, biased data dimensionality reduction, black box.
Unit III	Applications of AI in Marketing: Benefits of AI in Marketing. Use of AI in Marketing: Content Marketing, Product Marketing, E-mail Marketing, Advertising, Pros and Cons of AI Marketing. Applications of AI in HRM: Talent Acquisition & Recruitment, Orientation of newer recruits, Training, Employee Performance Evaluation, Employee Retention. Challenges of AI in HRM.
Learning Support Material	
Text/Reference books	Akerkar, Rajendra: Introduction to Artificial Intelligence. PHI Learning Wiley, AI for Business: A Roadmap for Getting Started With AI. Roetzar, R., Kaput, M., Marketing Artificial Intelligence: AI, Marketing, and the Future of Business.

	<p>BenBella Books.</p> <p>Mather, Bob, Artificial Intelligence Business Applications.</p> <p>Lee, D., Daniel, AI Investor: Unleashing the Power of AI in Finance & Investing.</p> <p>Iyengar, Khandelwal, Upadhyay. AI Revolution in HRM: The New Scorecard. SAGE Publications Ltd.</p> <p>Castrounis, Alex, AI for People & Business: A Framework for Better Human Experiences and Business Success. Shroff Publishers.</p>
Online resources	To be informed by the Course Leader

Course Nomenclature	BBA-604. C-SEC - Investing in Stock Market
Course Credit	2
Teaching Pedagogy	Classrooms lecture, tutorials, Group discussion, Seminar, & field work etc.,
Course Outcomes	To get acquaint with the investment aspects and how to make decision regarding investments
Unit I	Type of investment – Equity Shares, Initial Public Offer (IPO). Bonds. Indian Securities Market: the market participants, trading of securities. Security market indices, sources of financial information. Role of Stock Exchange, Stock exchanges in India: Bombay Stock Exchange (BSE), National Stock Exchange (NSE), Multi Commodity Exchange (MCX). Buying and selling of stocks: using brokerage and analysis recommendation. Use of limit order and market order.
Unit II	Online trading of stocks. Understanding stock quotations, types and placing or order, Risk: its valuation and mitigation, Analysis of the company: financial characteristics.
Unit III	Comparative analysis of companies. Stock valuations: using ratios like Price Earnings ratio. Price Revenue ratio. Use of historic prices, simple moving average, basic and advanced interactive charts. Examining the shareholding pattern of company. Pitfalls to avoid while investing: high price stocks, low price stocks, stop loss, excess averaging.
Learning Support Material	
Text/Reference books	<p>Gitman and Joehnk. Fundamentals of Investing. Pearson, New Delhi</p> <p>Madura. Jeff. Personal final. Pearson, New Delhi</p> <p>Chandra. Prasanna. Investment Analysis and Portfolio Management. Tata McGraw Hill, New Delhi</p> <p>Damodaran, Aswath, Investment Valuation: Tool and Techniques for Determining the Value of Any Asset,</p>

	Wiley Publication, New Delhi Bodie, Alex, Marcus and Mohanty, Investments. McGraw Hill Publishing Co., Delhi
Online resources	To be informed by the Course Leader