

			Syllabu	s-2023	3-2024					
			BC	omHon	s					
Title	of the Course	Business Communication								
C	ourse Code	ACC-102[T]								
				Part A						
	Year	1st	Semester		1st		Credits	L T	P 0	Ŭ
С	ourse Type	Theory only	I							
Cou	urse Category	Disciplinary Major								
Pre	e-Requisite/s	Students should be familiar with presentations, communicate via	n basics of language and basic writing ski lls, including grammar and a email, and use the Internet.	d mechan	nics, Computer skills, including the ability to create PowerPoint		Co-Requisite/s			
	rse Outcomes Sloom's Level	CO2- Students will be able to e CO3- Students will be able to a CO4- Students will be able to a	efine key business communication terms like persuasion, audience cypiain the purpose and importance of effective business communication pply clear and concise language principles to write effective business polytication of the properties of the properties of the properties of the seeses the effectiveness of existing business communication materials seeses the ethical considerations in business communication, (BLS-8)	ation in va ss emails als (e.g., r	arious organizational contexts.(BL2-Understand) and reports.(BL3-Apply) memos, proposals.(BL4-Analyze)					
Cou	ures Elements	Skill Development ✓ Entrepreneurship X Employability X Professional Ethics ✓ Gender ✓ Human Values X Environment X		SDG4(Qualify education) SDG (Goals) SDG10(Reduced inequalities) SDG10(Reduced inequalities)						
			i	Part B						
Modules		Conten	its	Pedagogy					Hour	rs
1	Effective communication in business: negotiations, E – correspondence	Theory & Practice; its componen	tts, its process, barriers, Business concerns, business	Interactive	re Lectures, Case Studies, Experiential Learning			9		
2	Process of written communication, let Curriculum Vitae, memo, notices, age		inquiry, quotation, tender letters , job application letter,	Interactive	e Lectures, Case Studies, Experiential Learning			9		
3	Social correspondence, letter of recordonal condolence	mmendations, letter of introduction	in, letter of congratulation, formal/informal invitation, letter of	Interactive	re Lectures, Case Studies, Experiential Learning		·	9		
4	Formal reports, preparatory steps, typ	pes, structure, compulsory/ option	nal elements	Interactive	e Lectures, Case Studies, Experiential Learning			9		
5 Effective reading skills-comprehension, summary; Effective listening- barriers, methods of improvement, Spoken English for business communication, Making oral presentation					re Lectures, Case Studies, Experiential Learning			9		
			F	Part C						
Modules			Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships			Bloom's Level		Hours	
4	Developing Effective Communic	cation Strategies for Stakeholder	Engagement	PBI	L		BL3-Apply	15		
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	Theory											
Total Marks	Total Marks Minimum Passing Marks External Evaluation		Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation							
100	40 40		12	60								
	Practical											
Total Marks	Total Marks Minimum Passing Marks External Evaluation		Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation							
1												

Part E

Books	N. Gupta, (2023 Edition)
Articles	Goodman, M. B., & Hirsch, P. B. (2012). Corporate communication: Chapter 6: Tools and techniques for external corporate communication (BEP097) [PDF]. Business Expert Press
References Books	Mahajan (2023 Edition)
MOOC Courses	https://www.coursera.org/specializations/business-english
Videos	https://www.google.com/gasearch?q=videos%20on%20business%20communication%20&lbm=8source=sh/v/gs/m25#ffpstate=ive&vid=cid.afd8dc8a_vid+HO5J62RwFVw.st0

	COs	PO1	PO2	PO3	P04	P05	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
C	:01		1	2		-		-	-	-	-	-	-	-	-	1
C	:02	1	2	-	1	-	-	-	-	-	-	-	-	-	1	-
C	:03		-	2	1	-		-	-	-	-	-	-	1	-	-
C	:04	-	1	2	-	-	-	-	-	-	-	-	-	1	-	-
C	:05		-	-	1	-		-	-	-	-	-	-	-	1	-
C	:06		-	-		-		-	-	-	-	-	1	-	-	-



BComHons

Title of the Course	Language Course- Hindi										
Course Code	ACC-103[T]										
		Part /	A								
Year	1st	Semester	1st	Credits	L	Т	P	С			
Course Type	Theory only			3	0	U	3				
Course Category	Interdisciplinary Major	ry Major									
Pre-Requisite/s	लेखकों और उनकी रचनाओं की सम	हों और उनकी रचनाओं की समझ, लोक साहित्य की प्रमुखता, लोकोबितयों और मुहावरों की प्रमोगशैली की समझ। Co-Requisite/s									
Course Outcomes & Bloom's Level	CO2- उत्कृष्ट साहित्यिक पाठों के अ CO3- सांस्कृतिक चेतना और राष्ट्रीय CO4- भाषा-ज्ञान (BL4-Analyze)	ार्थियों को अवगत करागा ((BL1-Remember) ध्ययन से रूपि का क्रिकास करना ((BL2-Understand) भावना का विकास करना ((BL3-Apply) ष पाढदावती के अध्ययन द्वारा भाषा एवं संस्कृति बोध का विकास करना(BL5-Evaluate)								
Coures Elements	Skill Development ✓ Entrepreneurship X Employability X Professional Ethics X Gender X Human Values X Environment X		SDG (Goals)	SDG I(No poverty) SDG4(Quality education) SDG4(Quality education)							

		Part B	
Modules	Contents	Pedagogy	Hours
1	1. स्वतंत्रता पुकारती (कविता) - जयशंकर प्रसाद 2. पुष्प की अभिलाषा (*) - माखनलाल चतुर्वेदी 3. वाक्य संरचना और अशुद्धियाँ	Interactive Lectures, Case Studies, Experiential Learning	9
2	1. नमक का दरोगा (कहानी) प्रेमचंद 2. एक थे राजा भोज (निबंध) डॉ. त्रिभुवननाथ शुक्ल 3. पर्यायवाची, विलोम, एकार्थी, अनेकार्थी एवं शब्द युम्म.	Interactive Lectures, Case Studies, Experiential Learning	9
3	1.भगवान बुद्ध निबंध) - स्वामी विवेकानन्द 2 लोकतंत्र एक धर्म है (निबंध) डॉ सर्वपल्ली राधाकृष्णन 3. नहीं रुकती है नदी - हीराल बाछोतिया 4. पल्लवन	Interactive Lectures, Case Studies, Experiential Learning	9
4	1. अफसर (निबंध शरद जोशी) 2. हमारी सांस्कृतिक एकता संग्रह मे : भारत एक है - रामधारी सिंह 3. संक्षेपण	Interactive Lectures, Case Studies, Experiential Learning	9
5	1.नेतिक मूल्य परिचय एवं वर्गीकरण - यश्चि राय दिनकर २. आचरण की सभ्यता (निबंध) - सरदार पूर्णसिंह ३. अंतज्ञान और नैतिक जीवन - डॉ. सर्वयल्ली राधाकृष्यन ४. अप्य दींपो भव (तेश्व) - स्वामी श्रद्धानंद	Interactive Lectures, Case Studies, Experiential Learning	9

	Part	c			
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours	
3	पर्यावरणीय बाजारों में विपणन और संचार के लिए हिंदी भाषा कौशल का उपयोग करें।ब्लूम्स स्तर	PBL	BL3-Apply	15	

	Theory											
Total Marks Minimum Passing Marks External Evaluation Min. External Evaluation Internal Evaluation Min. Internal Evaluation Min. Internal Evaluation												
100	40	40	12	60								
			Practical									
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation							

	PARE			
Books	आवार्य, शिवदत्त & वाजपेपी, गिरिराज (2020)। मेजरी: हिन्दी व्याकरण एवं लेखन कौशल			
Articles				
References Books	कपूर, डॉ॰ कुसुम (2018)। संपर्क और अभिव्यक्ति (संस्करण 11)। राधाकृष्ण प्रकाशन			
MOOC Courses				
Videos	https://www.google.com/gasearch?q=videos%20on%20hindr%20grammar%20&source=sh/x/gs/m2/5#fpstate=ive&vld=cid-do6f0708,vid:Xxvco3qa284,st.0			

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	1
CO2	-	2	-	1	-	-	-	-	-	-	-	-	-	1	-
CO3	-	2	3	-	-	-	-	-	-	-	-	-	-	-	1
CO4	-	1	-	1	-	-	-	-	-	-	-	-	-	-	1
CO5	-	1	2	-	-	-	-	-	-	-	-	-	-	1	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



			В	ComHons						
Title of the	Course	Computer Applications								
Course C	Code	ACC-201[T]								
				Part A						
Year		1st	Semester	2nd	Credits	L 3	T 0	P 0	C 3	
Course 1	Гуре	Theory only						*		
Course Car	tegory	Disciplinary Major								
Pre-Requi	site/s	Fundamentals of Comp App	os typically requires basic computer literacy and no prior programming	experience.	Co-Requisite/s					
Course Out & Bloom's		CO3- Students will be able CO4- Students will be able	1- Students will be able to identify and remember the basic principles of computer hardware and software. (BL1-Remember) Students will be able to understand the use of databases, spreadsheets, Word, PowerPoint, etc., and prepare effective presentations for different purposes (BL2-Understand) Students will be able to utilize software tools for data analysis, reporting, and decision support in business scenarios, (BL3-Appty) 4- Students will be able to perform and interpret basic business analytics and their implications for business administration.(BL4-Analyze) 5- Students will be able to assess the usability and user experience of software applications critically (BL5-Evaluate)							
Coures Ele	Coures Elements		Skill Development ✓ Entrepreneurship X Entrepreneurship X Entrepreneurship X Entrepreneurship X Entrepreneurship X SDG4(Quality education) Entrolysibility X SDG5(Gender equality) SDG5(Gender equality) SDG6(Decent work and economic growth) SDG1(Pleduced inequalities) Human Values X Environment X SDG1(Pleduced inequalities)							
				Part B						
Modules			Contents		Pedagogy					
1	Introduction to computer, Hist Input – Output devices, Block	tory and Generation of computers, Types	ters, Classification of computer, Components and functioning of composit memories.	fS, Interactive Lecture, Experiential Learning						
2	Introduction to operating syst Multiprogramming, Real-time	em, Types of operating syster , On-line, Multitasking and Mu	n, Development of operating system- Serial processing, Batch process Iti user system.	Interactive Lecture, Experiential Learning			9	9		

Modules	Contents	Pedagogy	Hours
1	Introduction to computer, History and Generation of computers, Classification of computer, Components and functioning of computers, Input – Output devices, Block diagram of computers, Types of memories.	Interactive Lecture, Experiential Learning	9
2	Introduction to operating system, Types of operating system, Development of operating system-Serial processing, Batch processing, Multiprogramming, Real-time, On-line, Multitasking and Multi user system.	Interactive Lecture, Experiential Learning	9
3	Word-basics, Template, Creating and Modifying documents, Mall merge MS-Excel Introduction to MS-Excel, Data-sorting and Intentions Round (), Sort (), Aswareg (), Max (), Min (), Count (), Sum (), Min (), (ii), (iii), mil (n), ASS (), Roman (), Upper (), Lower (), Cell (), Today (), Now (), Introduction of PowerPoint, Parts of PowerPoint window, Changing font, Inserting, Copying, Moving picture 8 text, Entering data graph and map, Design template, Auto context Wazard and Templates.	Interactive Lecture, Experiential Learning	9
4	Internet: Concept Types and Advantages, Types of interconnection, modems, Getting registered for email- accounts, Sending and Receiving e-mails, Websites, search engines, and browser.	Interactive Lecture, Experiential Learning	9
5	E-Commerce: Introduction to E-Commerce, The E-Commerce triangle, Types of business models in e-commerce: B2B, B2C, C2B and C2C; E-Marketing.	Interactive Lecture, Experiential Learning	9

Modules Title Indicative-ABCA/PBL/ Experiments/Field world Internships Bloom's Level Hours

3 Developing a Simple Inventory Management System Using Excel PBL BL3-Apply 15

	Part D(Marks Distribution)											
	Theory											
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation							
100	40	40	12	60								
	Practical											
Total Marks Minimum Passing Marks		External Evaluation Min. External Evaluation		Internal Evaluation	Min. Internal Evaluation							

	Part E					
Books Computer Applications and Fundamentals by Behrooz A. Forouzan and Richard F. Geldreich						
Articles Dreyer, K. J. (2005). Computer fundamentals. PACS: A Guide to the Digital Revolution, 173-182						
References Books	Introduction to Computers by Peter Norton					
MOOC Courses						
Videos Brüderl, J., Preisendörfer, P., & Ziegler, R. (1992). Survival chances of newly founded business organizations. American sociological review, 227-242.						

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	-	1	-	-	-	-	-	-	-	-	-	1	-	2
CO2	2	-	-	1	-	-	-	-	-	-	-	-	1	2	-
CO3	-	1	2	-	-	-	-	-	-	-	-	-	1	1	-
CO4	1	-	1	-	-	-	-	-	-	-	-	-	1	-	1
CO5	-	-	1	1	-	-	-	-	-	-	-	-	-	-	1
CO6	-	-	_	-	-	-	-	_	-	-	-	-	-	-	-



	CRISTATING DALES									
			Syllabus-20	023-2024						
			вва_н	lons						
Title of the Cours	se	Computer Applications								
Course Code		AMC-101[T]								
			Part	A						
Year		1st	Semester	1st	Credits	L T P C 3 0 0 3				
Course Type		Theory only								
Course Category	ry	Disciplinary Major								
Pre-Requisite/s	s	Fundamentals of Comp Apps ty	pically requires basic computer literacy and no prior programming experi	ence.	Co-Requisite/s					
Course Outcome & Bloom's Level	es el	CO2- Students will be able to ut CO3- Students will be able to ut CO4- Students will be able to pe	entify and remember the basic principles of computer hardware and softenderstand the use of databases, appreadabets, Word, PowerPortal, silize software tools for data analysis, reporting, and decision support in bardware and interpret basic business analytics and their injectations for but seems the usability and user experience of software applications rotically.	and prepare effective presentations for different purposes.(BL2-Understand usiness scenarios.(BL3-Apply) isiness administration.(BL4-Analyze)	a)					
Coures Elements		Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics X Gender X Human Values X Environment X		SDG (Goals)	SDG (Goals) SDG4(Quality education)					
			Part	В						
Modules			Contents	Pedagog	Hours					
1 Intro	oduction to computer, Histor ut – Output devices, Block of	ry and Generation of computers, diagram of computers, Types of r	Classification of computer, Components and functioning of computers, nemories.	Interactive Lecture, Experiential Learning	9					
2 Intro Mult	oduction to operating syster Itiprogramming, Real-time, 0	m, Types of operating system, Do On-line, Multitasking and Multi us	evelopment of operating system- Serial processing, Batch processing, ser system.	Interactive Lecture, Experiential Learning	9					
3 func Cell	ctions: Round (), Sort (), A II (), Today (), Now (). Intro	verage (), Max (), Min (), Coun	ill merge MS-Excel: Introduction to MS-Excel, Data-sorting and (1 (), Sum (), IF (), Sum if (), ABS (), Roman (), Upper (), Lower (), PowerPoint window, Changing font, Inserting, Copying, Moving picture ntext wizard and Templates.	Interactive Lecture, Experiential Learning		9				
		dvantages, Types of interconnect earch engines, and browser.	tion, modems, Getting registered for email- accounts, Sending and	Interactive Lecture, Experiential Learning		9				
	Commerce: Introduction to E C; E-Marketing.	-Commerce, The E-Commerce t	riangle, Types of business models in e-commerce: B2B, B2C, C2B and	Interactive Lecture, Experiential Learning		9				
			Part	c						
Modules			Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours				
3 Devel	eloping a Simple Inventory N	Management System Using Exce	1	PBL	BL3-Apply	15				

Part D(Marks Distribution)
Theory

	Theory											
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation							
100	40	40	12	60								
	Practical											
Total Marks Minimum Passing Marks		External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation							

Part E

Books	Computer Applications and Fundamentals by Behrooz A. Forouzan and Richard F. Geldreich
Articles	Dreyer, K. J. (2005). Computer fundamentals. PACS: A Guide to the Digital Revolution, 173-182
References Books	Introduction to Computers by Peter Norton
MOOC Courses	
Videos	Brüderl, J., Preisendörfer, P., & Ziegler, R. (1992). Survival chances of newly founded business organizations. American sociological review, 227-242.

	COs	P01	PO2	PO3	PO4	PO5	P06	P07	P08	P09	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1		2		1		-	-	-	-	-	-	-	-	1	-	2
CO2		2	-	-	1	-	-	-	-	-	-	-	-	1	2	-
CO3			1	2		-	-	-	-	-	-	-	-	1	1	-
CO4		1	-	1	-	-	-	-	-	-	-	-	-	1	-	1
CO5		-	-	1	1	-	-	-	-	-	-	-	-	-	-	1
C06		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BBA_Hons

Title of the Course	Business Communication-I	ommunication-l								
Course Code	AMC-103[T]									
			Part A							
Year	1st	Semester	1st	Credits	L	T	P	С		
1001	101	Selliester	Tat.	Ciedits	3	0	0	3		
Course Type	Theory only	ronly								
Course Category	Discipline Core	ipline Core								
Pre-Requisite/s	Strong writing, reading, and	d active listening skills are key for business communication in a BB	Α.	Co-Requisite/s						
Course Outcomes & Bloom's Level	CO2- Students will be able CO3- Students will be able CO4- Students will be able	to memorize essential business communication terms and etiquet to explain the importance of effective communication in the busine to apply appropriate communication strategies for different audien to analyze the impact of non-verbal cues on communication in the to evaluate the clarity and persuasiveness of written and verbal or	ess environment.(BL2-Understand) ces and contexts.(BL3-Apply) business context.(BL4-Analyze)							
Coures Elements	Skill Development ✓ Entrepreneurship X Employability X Professional Ethics X Gender ✓ Human Values X Environment X		SDG (Goals)	SDC4(Quality education) SDC5(Gender equality) SDC5(Gender equality) SDC10(Reduced inequalities) SDC10(Reduced inequalities) SDC17(Partnerships for the goals)						

	Part B									
Modules	Contents	Pedagogy	Hours							
1	Practical grammar basic fundamental of grammar and usage, how to improve command over spoken and written English with stress on Noun, Verb, Tense and Adjective.	Audio/Video clips, group discussion, lecture with ppt, quiz	9							
2	Conversion from active to passive voice, direct and indirect narrations, model verbs.	Audio/Video clips, group discussion, lecture with ppt, quiz	9							
3	Sentence errors, Punctuation, Vocabulary building to encourage the individual to communicate effective and diplomatically, common errors in business writing.	Audio/Video clips, group discussion, lecture with ppt, quiz	9							
4	Project and report writing, and proposals – how to write an effective report, basics of project writing, paragraph writing, paper reading and voice modulation	Audio/Video clips, group discussion, lecture with ppt, quiz	9							
5	Leadership – quality of a leader, knowing business leaders, leadership quiz with case study, knowing your skills and abilities.	Audio/Video clips, group discussion, lecture with ppt, quiz	9							

	Part	C		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Designing an Effective Internal Communication Strategy for a Company	PBL	BL3-Apply	15

	Part D(Marks Distribution)						
	Theory						
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation		
100	40	40	12	60			
	Practical Practical						
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation		

Part E							
Books	Books Wren & Mertin; English grammar and composition.						
Articles Hooker, J. (2012). Cultural differences in business communication. The handbook of intercultural discourse and communication, 389-407							
References Books Sinha, K. K.; Business Communication, Galgotia Publishers							
MOOC Courses	https://www.coursera.org/specializations/business-english						
Videos	https://www.google.com/gasearch?q=videos%20on%20business%20communication%20<bm=&source=sh/v/gsim2/5#fpstate=ive&vld=cid:afd6dc8a,vid:H05.J62RwFVw,st0						

							Co	urse Articulation	Matrix						
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	-	-			-	-	-	-	-		1	2	-
CO2	2	-	1	-	-	-	-		-	-	-	-	2	-	1
CO3	-	1	1	1	-	-	-	-	-	-	-	-	-	2	1
CO4	2	-	2	-	-	-	-		-	-	-	-	1	1	1
CO5	1	2	-	2			-	-	-	-	-		1	1	-
CO6		-	-	-			-		-	-	-		-	-	-



				BBA_Hons							
Title	of the Course	Environmental Managemen	t								
C	ourse Code	AMC-104[T]	-104TJ								
				Part A							
	Year	1st	Semester	1st	Credits	L	Т	Р	С		
	100	10.	Comestor	151	oreans	3	0	0	3		
С	ourse Type	Theory only			•	-	-				
Cou	urse Category	Interdisciplinary Major									
Pre	e-Requisite/s	Basic understanding of env	ironmental concepts and awareness of global sustainability challeng	ges.	Co-Requisite/s						
	rse Outcomes sloom's Level	CO1- Students will be able to identify and classify various natural resources and their management strategies (BL1-Remember) CO2- Students will be able to redistand the interrelationship between human activities and environmental degradation. (BL2-Understand) CO3- Students will be able to evaluate environmental issues and propose solutions using critical thinking and prolibers-owing skills. (BL5-Evaluate) CO4- Students will be able to evaluate environmental issues and propose solutions using critical thinking and prolibers—owing skills. (BL5-Evaluate) CO4- Students will be able to evaluate environmental issues and propose solutions using critical thinking and prolibers—owing skills. (BL5-Evaluate)									
Cou	Skill Development Entepreneurship × Employability × Employability × Professional Efficis × Gender Human Values Environment Environment Environment		SDG (Goals)	SDG3(Good health and well-being) SDG5(Gender equality) SDG5(Gender worker and sanitation) SDG1(Sustainable cities and economies) SDG13(Cimate action) SDG15(Little on land)							
				Part B							
Modules		Cor	ntents		Pedagogy			Ho	ours		
Natural Resource Management: Renewable & Non-Renewable Resources: Utilization and Overuse Deforestation: Impact on Forests and Indigenous Communities Water Resources: Surface and Groundwater Management, Floods, Droughts, and Dam Effects Mineral In Resources: Utilization and Conservation Food Resources: Agniculture 5 Environmental Impact and Modern Agricultural Practices				Interactive Lectures, Case Studies, Experiential Learning							
2			Ecosystem Diversity Threats to Biodiversity and Conservation	I blanching Lastone Care Chaffer Constitution and							

	Part	:C		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
1	Students are tasked with developing a community-based project to address water scarcity in a rural area.	PBL	BL5-Evaluate	15

Interactive Lectures, Case Studies, Experiential Learning

Cyclones
Social and Logal Perspectives: Sustainable Development and Urban Energy issues Resettlement and Rehabilitation: Addressing
Social Impacts Environmental Ethics and Consumerism Environmental Legislation: Acts and Enforcement for Public Awareness
Climate Change and Health: Climate Change: Global Warming, Acid Rain, Ozone Depletion, and Nuclear Accidents Environmental
Laws: Air Act, Warder Protection Act Human Population Dynamics: Growth, Family Welfare Programs, and Health Impacts
Information Technology's Role in Environmental Conservation

Human Welfare and Rights: Human Health and Environmental Impacts HIV/AIDS, Women's, and Child Welfare Human Rights and Environmental Justice Integrating Technology for Environmental Awareness and Action

	Part D(Marks Distribution)							
Theory								
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation			
100	40	60	18	40				
	Practical							
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation			

	Part E					
Books	Books Lame, M., & Marcantonio, R. (2022). Environmental Management: Concepts and Practical Skills. Cambridge University Press.					
Articles	Ansari, N. Y., Farrukh, M., & Raza, A. (2021). Green human resource management and employees pro-environmental behaviours: Examining the underlying mechanism. Corporate Social Responsibility and Environmental Management, 28(1), 229-238.					
References Books	Sankar, R. N. A. (2015). Environmental Management. Oxford University Press.					
MOOC Courses						
Videos	https://www.youtube.com/watch?v=2iRDr9oC 4E					

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-
CO2	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
CO3	2	-	1	-	-	-	-	-	-	-	-	-	1	-	-
CO4	-	1	-	2	-	-	-	-	-	-	-	-	-	-	2
CO5	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-
000															



	CILIATING DATA								
	Syllabus-2023-2024								
BBA_Hons									
Title of the Cou	Title of the Course Taly								
Course Code AMC-202[P]									
	Part A								
Year		1st	Semester	2nd	Credits	L T P C 4 0 0 4			
Course Type	•	Theory only	,		!				
Course Catego	ory	Disciplinary Major							
Pre-Requisite	/s	The Students must compreher system, debits, credits, T acco	nd basic accounting principles, Indian accounting standards, and types of ac- unts, and Tally's history and versions.	countancy. They need to understand the double-entry bookkeeping	Co-Requisite/s				
CO1- Students will be able to recall the basic features and functionalities of Tally software (BL1-Remember) Course Outcomes & Bloom's Level CO3- Students will be able to Interpret the significance of accounting principles and concepts applied within Tally (BL2-Understand) CO3- Students will be able to Apply accounting standards and practional in Taply to maintain proper books of accounts, (BL3-Apply) CO4- Students will be able to Compare and contrast different financial reports generated by Tally to assess the financial performance of a business, (BL4-Analyze) CO5- Students will be able to Cortically evaluate the ethical implications of using Tally for financial record-teeping and reporting, (BL5-Evaluate)									
Coures Elemen	nts	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics X Gender X Human Values X Environment X		SDG (Goals)					
			Part B						
Modules			Contents	Pedagogy Hours					
1	ACCOUNTING FUNDAME Double-entry bookkeeping T account, Double entry w	ENTALS: basic accounting conc system, The bookkeeping and orking examples, History of Tally	epts and conventions, Indian accounting standards, types of accountancy, accounting process, an explanation of debits and credits, an explanation of a y, Versions of Tally and Comarison.Configuration	Interactive Lectures, Lab practicals		15			
2	a Company, Load a compa company, activate compar	any, company information, select ny MASTER HEAD CREATION	lain Area, Calculator Area, Button Bar Country Specific Configuration, Create company, Galeway of Taily, Shut a company, Aller a company, delete a FOR FINANCIAL ACCOUNTING. Debtor/Ceditor Classification, creating a no fa ledger account, cost centre, Budgets, Voucher types, create a vouche to the control of the contr	Interactive Lectures, Lab practicals		15			
INVENTORY MASTERS IN TALLY ERPO Configure Tally for inventory Control, What is a stock Crosp? Creating a stock group creater particles back props, delayer part as stock group, creater a stock capper, overlage a stock deproper, overlage a stock group as a stock group of the stock prompts and the stock group of the stock group of the stock group of the stock group of the stock ground entry, sales entry, inventory allocations. How to enter excheme? How to deep reventory also contained the stock ground? Bill of materials, purchase and sales orders, create a purchase or der, and create a sales order, invoice entry, printing invoice and vocuchers.					15				
4		& INTERPRETATION: Generating indirect taxes, e-filling, Tally r	ng financial statements report and analysis CONCEPT OF GST: Conceptual reference Manual.	Interactive Lectures, Lab practicals		15			
			Part C			,			
				Indicative-ABCA/PBL/					

Part	D/Marks	Distribution	n١

Theory							
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation		
100	40	40	12	60			
Practical							
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation		

Part E

Books	Kogent Learning Solutions Inc. (2017). Tally.ERP 9 in Simple Steps. BPB Publications.
Articles	
References Books Rajesh, V. (2018). Tally ERP 9 Made Easy, Shroff Publishers & Distributors Pvt. Ltd.	
MOOC Courses	
Videos	https://you/u be/OKM-ITftUQ?sisF4JbLfXHhipSoMDx

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	2	2	-	-	-	-	-	-	-	-	-	3	-	1
CO2	1	2	-	1	-	-	-	-	-	-			1	2	2
CO3	2	3	1	-	-	-	-	-	-	-	-	-	2	1	1
CO4	1	1	-	1	-	-	-	-	-	-	-	-	-	1	2
CO5	1	1	2	-	-	-	-	-	-	-	-	-	2	1	1
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



Title of the Course	Principles of Marketi	ing											
Course Code	AMC-301[T]												
	Part A												
Year	2nd	Semester	3rd	Credits	L	T	P	С					
1001	Zilu	Selliester	Sid	Ciedita	3	0	0	3					
Course Type	Theory only	ry only											
Course Category	Disciplinary Major	iplinary Major											
Pre-Requisite/s				Co-Requisite/s									
Course Outcomes & Bloom's Level	CO3- Students will b	pe able to recall and reproduce key marketing able to explain the consumer behavior at one able to apply the marketing mix to develope able to analyze the competitive landscappe able to evaluate the impact of marketing	op and implement marketing strategies.(BL be and conduct a SWOT analysis for market	3-Apply) ing planning.(BL4-Analyze)									
Coures Elements	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics Gender X Human Values X Environment X		SDG (Goals)	SDG4(Cuality education) SDG5(Desent work and economic growth) SDG12(Responsible consuption and production)									

		Part B				
Modules	Contents	Pedagogy				
1	Introduction to Marketing: meaning, nature, scope, importance; Marketing concepts:-traditional and modern. Consumer Behaviour :nature, scope and significance of consumer behaviour.	Interactive Lectures, Case Studies, Experiential Learning	12			
2	Market Segmentation & Product: Market Segmentation: concept, importance, basis for market segmentation. Product: concept, planning and development; Branding, trade-mark and product life cycle.	Interactive Lectures, Case Studies, Experiential Learning	11			
3	Pricing & Distribution channel Pricing: meaning, importance, factors affecting product pricing Distribution Channel: concept, role, types and factors affecting choice of a distribution channel.	Interactive Lectures, Case Studies, Experiential Learning	11			
4	Promotion: Sales promotion-meaning&methods.Advertising.concept,importance,salientfeaturesofan effective advertising ,Personal selling.	Interactive Lectures, Case Studies, Experiential Learning	11			

		Part	С		
1	Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4		Developing a Marketing Plan for Product LaunchDeveloping a Marketing Plan for Product Launch	PBL	BL4-Analyze	15

	Theory												
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation								
100	40	40	12	60									
	Practical												
Total Marks	Total Marks Minimum Passing Marks		Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation								

	Part E
Books	Kotler, P., & Keller, K. L. (n.d.). Marketing Management (13th ed.). Prentice Hall.
Articles	McKenna, R. (1991). Marketing is everything. (Article No. 91108). Retrieved from [URL]
References Books	Kotler, P., & Armstrong, G. (2016). Principles of Marketing (18th ed.). Pearson.
MOOC Courses	https://ugemoos.inflibnet.ac.in/index.php/courses/view_ug/221
Videos	https://www.google.com/gasearch?q=videos%20on%20principles%20of%20marketing%20english&source=sh/x/gs/m2/5#fpstate=ive&vld=cid.5ea@cb20,vid.MoVOoazuGic,st:0

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	P05	P06	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	2	2	1	-	-	-	-	-	-	-	-	3	-	1
CO2	1	1	-	3	-	-	-	-	-	-	-	-	2	2	-
CO3	1	3	1	2	-	-	-	-	-	-	-	-	2	1	-
CO4	1	-	2	2	-	-	-	-	-	-	-	-	-	1	1
CO5	2	1	-	2	-	-	-	-	-	-	-	-	2	1	2
COE															



			Syllabus-2	023-2024				
			BBA_I	Hons				
Title of the	Course	Quantitative Techniques						
Course	Code	AMC-301[T]						
		•	Pari	- Δ				
Yea	r	2nd	Semester	3rd	Credits 3	T P C		
Course	Туре	Theory only	1					
Course C	ategory	Disciplinary Major						
Pre-Requ	iisite/s	The students should need a back	ground in algebra and business mathematics.			Co-Requisite/s		
Course Ot & Bloom		CO2- Students will be able to der CO3- Students will be able to app CO4- Students will be able to app	all and define fundamental quantitative concepts. (BL1-Remember) monstrate an understanding of the principles behind quantitative topology by quantitative techniques to solve business problems and make inforting by quantitative bechniques to solve business problems and make inforting by quantitative bechniques to solve business problems and make inforting the proposition of the proposi	med decisions.(BL3-Apply) med decisions.(BL4-Analyze)				
Coures El	ements	Skill Development ✓ Entrepreneurship X Employability X Professional Ethics X Gender X Human Values X Environment X		SDG (Goals) SDG4(Quality education)				
			Part	В				
Modules		Cor	ntents	Pe	Hours			
1	Regression Analysis: Meaning using mean, SD and coefficient	and Uses of regression analysis, R t of correlation and (b) by using met	egression lines, Regression co-efficient, Regression equations (a) By thod of least square.	Interactive lectures, problem based learning	9			
2	Analysis of Time Series: Meani average method and method of quarterly).	ng and Uses of time series analysis f least square, Measurement of sea	s, Components of time series, Measurement of trend by using moving sonal variation by using simple average method (monthly and	Interactive lectures, problem based learning			9	
3	Probability: Concept and Import theorem.	tance of the probability, Basic termi	inology, Calculation of probability, Addition theorem, Multiplication	Interactive lectures, problem based learning			9	
4	Association of attributes, Chi-so	quare test- Meaning and Uses of Cl	hi-square measure.	Interactive lectures, problem based learning			9	
5			icance, Large samples - Problems relating to test of significance of of small samples _* t" test for significance of means only.	Interactive lectures, problem based learning	9			
,			Part	С			•	
Modules		1	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours		
5	Students will be able to evaluat	te the annronriateness of different of	quantitative techniques for specific husiness situations	PRI	BI 3-Apply	15		

External Evaluation

External Evaluation

Total Marks

Minimum Passing Marks

Minimum Passing Marks

Part D(Marks Distribution)
Theory

Min. External Evaluation

Internal Evaluation

Internal Evaluation

Min. Internal Evaluation

Min. Internal Evaluation

	Part E										
Books	Levin and Rubin, Statistics for Management, Pearson Publication Ken Black, Fundamentals of Statistics, Wiley India Publications										
Articles	Banerjee, P. R. (2014). Dowry in 21st-century India: the sociocultural face of exploitation. Trauma, Violence, & Abuse, 15(1), 34-40										
References Books	S.P.Gupta, Fundamentals of Statistics, Sultan Chand Publication Anand Sharma, Statistics for Management, Himalaya Publication										
MOOC Courses	https://lugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/231										

COs	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	-	-	-	-		-	-	-	-	-	-	1	-	-
CO2	2	2	3	3	-	-	-	-	-	-	-	-	1	1	-
CO3	2	-	3	3	-		-	-	-	-	-	-	-	1	-
CO4	-	2	1	1	-	-	-	-	-	-	-	-	1	-	-
CO5	-	1	-	1	-		-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



		CELEBRATING B	ON REAMS				
		Syllabus-202	23-2024				
		BBA_Ho	ns				
Title of the Course	Information Technology						
Course Code	AMC-302[T]						
	·	Part A					
Year	2nd	Semester	3rd	Credits	L T P C 3 0 0 3		
Course Type	Theory only		•				
Course Category	Disciplinary Major						
Pre-Requisite/s	The students should be familiar w	ith the basics of Computer and Information System for business related	concepts.	Co-Requisite/s			
Course Outcomes & Bloom's Level	CO2- Students will be able to ana CO3- Students will be able to des CO4- Students will be able to dev	restand the basic working of computers and about hardware and software and software and software define the computing requirements for the define the computing requirements for the software software the software software the software software software the software software the software software software the software	ie appropriate solutions (BL2-Understand) sses and tracking (BL3-Apply) using industry-recognized hest practices and standards (BL4-Analyze)				
Coures Elements	Skill Development ✓ Entrepreneurship X Employability X Professional Ethics ✓ Gender X Human Values X Environment X		SDG (Goals)	SDG4(Quality education)			
		Part B			Hours		
Modules	Cont		Pedagogy				
computer, Inform over traditional fill Classification & T Standard protoco	ation Resource Management - Hardware resource e system, Classification & Types, Advantages, Dis- type, Advantages, Disadvantages, Limitations of ea II, modem, Internet service provider, Internet today,	ta, information, System Modeling/Functional components of Software resource, Data resource – Need, Components, Benefits advantages & Limitations of each., Network resource – Components, into, Computer Network, Peer to peer and client server network, log on to the internet, world wide web, web site, web page and or suffing the web, search engines, internet telephone.	seractive lectures and interactive workshops		9		
2 Distributed Inform Maximizing value	nation Systems, Factors of success and failure, val from IT investments , The information resource ar	intenance of Information Systems, Centralized Decentralized & ue and risk of IS; IT Strategy and Competitive Advantage- dt the economics of the firm, IT-enabled business models , on of business functions and developing business models.	teractive lectures and interactive workshops		9		
3 System Analysis	and Design; Basic Introduction to Models and appr	roaches int	eractive lectures and interactive workshops		9		
4 Information Syste	m, Decision Making through Information System -	vantages of Transaction Processing System, Management Types of Decision Making , Decision Support System , Executive int signing, improving, and securing computer operations	interactive lectures and interactive workshops				
5 warehousing arch		se and Data mining -Concepts, Data Warehousing life cycle, data ial Intelligence, Robotics, Knowledge Management, ERP, CRM, intelligence	interactive lectures and interactive workshops				
		Part C					

Part D	Marks	Distribution'

	Theory									
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					
100	40	40	12	60						
	Practical									
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					

Part E

Books	ITL, —Introduction to Information Technology, II , Pearson education, Delhi, 2nd Edition.			
Articles	Karimi, J., Somers, T. M., & Gupta, Y. P. (2001). Impact of information technology management practices on customer service. Journal of Management Information Systems, 17(4), 125-158			
References Books Alexis Leon, —Introduction to Information Systems", Tata McGraw Hill, 4th edition.				
MOOC Courses				
Videos	https://www.google.com/gasearch?q=videos%20on%20information%20technology%20in%20english&lbm=8.source=sh/vigsim2/5#ffpstate=ive&vid=cid.7b82064d_vid.7b8fdMKeLTj0_st.0			

	COs	PO1	PO2	PO3	PO4	PO5	P06	P07	PO8	P09	PO10	PO11	PO12	PSO1	PSO2	PSO3
С	01	2	-			-	-	-	-	-	-	-	-	-	1	-
С	02	2	2	3	3	-	-	1	-	-	-	-		1		-
С	03	2	-	3	3	-	-	-	-	-	-	-	-	-	1	-
С	04	-	2	1	1	-	-	-	-	-	-	-	-	1	-	-
С	O5	-	1		1	-	-	-	-	-	-	-	-	-	-	-
С	06		-			-	-		-	-	-	-				-



			CELEBRATING B	REAMS							
			Syllabus-202	23-2024							
	BComHons										
Title of the Cou	irse	Tally									
Course Code	Course Code AMC-302[T]										
	Part A										
Year		2nd	Semester	3rd	Credits	L T	P 0	C 4			
Course Type	•	Theory only			•			•			
Course Catego	ory	Disciplinary Major									
Pre-Requisite	/s	The Students must comprehend b system, debits, credits, T accounts	asic accounting principles, Indian accounting standards, and types of ac s, and Tally's history and versions.	countancy. They need to understand the double-entry bookkeeping	Co-Requisite/s						
	CO1- Students will be able to recall the basic features and functionalities of Tally software (BL1-Remember) Course Outcomes & Bloom's Level CO3- Students will be able to recall the basic features and functionalities of Tally software (BL1-Remember) & Bloom's Level CO3- Students will be able to Apply accounting principles and concepts applied within Tally (BL2-Understand) CO3- Students will be able to Compare and contract different financial reports generated by Tally to assess the financial performance of a business (BL4-Analyze) CO3- Students will be able to Compare and contract different financial reports generated by Tally to assess the financial performance of a business (BL4-Analyze) CO3- Students will be able to Circuits evaluate the relical implications or Tally for financial record-keeping and reporting (BL5-Evaluate)										
Coures Elements		Skill Development ✓ Entrepreneurship ✓ Employability X Professional Ethics X Gender X Human Values X Environment X		SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG12(Responsible consuption and production)						
			Part B								
Modules			Contents	Pedagogy			Hours				
1	ACCOUNTING FUNDAM! Double-entry bookkeeping T account, Double entry w	ENTALS: basic accounting concepts system, The bookkeeping and according examples, History of Tally, Vi	s and conventions, Indian accounting standards, types of accountancy, ounting process, an explanation of debits and credits, an explanation of ersions of Tally and Comarison.Configuration	Interactive Lectures, Lab practicals							
COMPANY CREATION IN TALLY ERP9: Title Area, The Main Area, Calculator Area, Button Bar Country Specific Configuration, Cn a Company, Load a company, company information, selec company, Gateway of Tally, Shut a company, Alber a company, delete a company, Martin ERD CREATION FOR INANCIAL ACCOUNTING: Deleted Creations (and a company) MASTER HEAD CREATION FOR INANCIAL ACCOUNTING Deleted Creations (and group, multiple creation of groups, what is ledger?, creation of a ledger account, cost centre, Budgets, Voucher types, creatie a vou type, currencies.				Interactive Lectures, Lab practicals			15				
NVENTORY MASTERS IN TALLY ERPS: Configure Tally fair inventory Control. What is a stack Group? Creating a stack group, orealing antitiple stock group, and group created and stock category, creating and stock tem Londonsopolowns, ore a unit of measure. VOUCHER ENTRY IN TALLY E.R.P.9 The voucher entry screen, begin dyouthers, contra entry, payment entry, receipt entry, Lournal entry, asset entry, reventory exclosers, how to enter vouchers? How for the stock journal? Bill of materials, purchase and sales orders, create a purchase or der, and create a sales order, invoice and vouchers.											
4		& INTERPRETATION: Generating fin er indirect taxes, e-filling, Tally refer	nancial statements report and analysis CONCEPT OF GST: Conceptual rence Manual.	Interactive Lectures, Lab practicals		15					
			D-+ C								

Part	D/Marks	Distribution)	

Title

Bloom's Level

BL4-Analyze

	Theory								
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation				
100	40	40	12	60					
	Practical								
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation				

Part E

Books	Books Kogent Learning Solutions Inc. (2017). Tally.ERP 9 in Simple Steps. BPB Publications.					
Articles						
References Books	References Books Rajesh, V. (2018). Tally ERP 9 Made Easy. Shroff Publishers & Distributors Pvt. Ltd.					
MOOC Courses						
Videos	https://youtu.be/DIKM-ITf1UQ?si=F4JbLIXHhipSoMDx					

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	2	2	-	-	-	-	-	-	-	-	-	3	-	1
CO2	1	2	-	1	-	-	-	-	-	-			1	2	2
CO3	2	3	1	-	-	-	-	-	-	-	-	-	2	1	1
CO4	1	1	-	1	-	-	-	-	-	-	-	-	-	1	2
CO5	1	1	2	-	-	-	-	-	-	-	-	-	2	1	1
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BBA_Hons

Title of the Course	Indian Financial System	dian Financial System									
Course Code	AMC-303[T]	C-303[T]									
	Part A										
Year	2nd	Semester	3rd	Credits	L	Т	P	С			
100	Liid	School	Sid.	Situation	4	0	0	4			
Course Type	Theory only	y only									
Course Category	Discipline Specific Elect	Viscipline Specific Elective									
Pre-Requisite/s	Students should be fam	Students should be familiar with financial management . Co-Requisite/s									
Course Outcomes & Bloom's Level	CO3- Students will be a CO4- Students will be a	ble to recall key terms and concepts related to the lobe to explain the functions and roles of various cor ble to apply knowledge of financial instruments in the to assess the performance of financial institution ble to critically evaluate the effectiveness of regulaters.	he Indian context to make investment decisions. (Bl ns within the Indian financial system. (BL4-Analyze	.3-Apply)							
Coures Elements	Skill Development ✓ Entrepreneurship X Employability X Professional Ethics X Gender X Human Values X Environment X		SDG (Goals)	SDG4(Quality education) SDG4(Quality education) SDG4(Depent work and accromic growth) SDG12(Responsible consuption and production) SDG12(Responsible consuption and production)							

	Part B									
Modules	Contents	Pedagogy	Hours							
1	Introduction: Formal and informal financial systems, Functions of financial system, Nature and Role of financial institutions and financial markets, Financial system and the economy.	interactive lectures and case studies	12							
2	Reforms in the Financial System: Objectives of financial system reforms and Indian financial system in the pre-reforms period. Meaning of new financial instrument and Types of new financial instruments.	Interactive Lectures Case Studies Experiential Learning	12							
3	Disinvestment of Public Sector Undertakings: Meaning of public sector undertakings, Meaning and Objectives of disinvestment, History of disinvestment, Disinvestment machinery, PSU Self- off methods, Evaluating the disinvestment programme and disinvestment of PSU's.	interactive lectures and case studies	12							
4	Mutual Funds: Benefits of mutual funds, Mutual funds in India, Role of mutual funds, Types of mutual funds, Organization of mutual fund. SEBI (Mutual funds) Regulations, 1998 and SEBI guidelines (2001-2002) relating to mutual funds, Association of mutual funds in india and Performance of mutual funds in India.	interactive lectures and case studies	12							
5	Financial Regulation: Profile of SEBI, Management of SEBI under the SEBI Act, 1992, Power and Functions of SEBI, Achievements of SEBI, Joint parliamentary committee on SEBI and Future plans of SEBI.	interactive lectures and case studies	12							

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Assessing the Impact of Regulatory Changes on the Indian Financial System	PBL	BL5-Evaluate	15

	Theory									
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					
100	40	40 12		60						
	Practical									
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					

Part E									
Books Vasant Desai, Indian Financial System and Development, Himalaya Publishing House. Articles Allen, F., Chakrabarti, R., & De, S. (2007). India's financial system. Available at SSRN 1261244.									
							References Books	Bharati V. Pathak, Indian Financial System, Pearson Education.	
MOOC Courses									
Videos	https://www.google.com/gasearch?q=videos%20on%20indian%20finacial%20system%20in%20eglish&tbm=&source=sh/vigs/m2/5#ffpstate=ive&vid=cid.3c5e5e9e,vid.pOYt5JHIQdE,st0								

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	-	-	-	-	-	-	-	-	-	-	-	1	-	1
CO2	2-	2	1	1	-	-	-	-	-	-	-	-	-	2	1
CO3	2	-	-	1	-	-	-	-	-	-	-	-	2	-	1
CO4	-	2	3	1	-	-	-	-	-	-	-	-	-	2	1
CO5	-	1	3	-	-	-	-	-	-	-	-	-	1	-	1
CO6		-	-		-	-	-	-	-	-	-				



Oyinada-2020-2024											
				BComHons							
Title	of the Course	Entrepreneurship									
C	ourse Code	AMC-303[T]									
				Part A							
	Year	2nd	Semester	3rd	Credits	L	Т	P	С		
	1601	- Contractor		Sid	Credits	3	0	0	3		
С	ourse Type	Theory only			•						
Соц	urse Category	Disciplinary Major									
Pre	e-Requisite/s	The students should be fam	iliar with the basics of business related concepts.		Co-Requisite/s						
	rse Outcomes sloom's Level	CO2- Student will be able to CO3- Student will be able to CO4- Student will be able to	define key entrepreneurial terms. (BL1-Remember) explain the different types of entrepreneurial ventures and the identify a potential business opportunity, assess its feasibility analyze the competitive landscape for a chosen venture ide evaluate different financing options for a new venture based.	y, and develop a basic business model canvas. (BL3-App							
Coures Elements		Skill Development Entrepreneurship Employability Professional Ethics Gender Human Values Environment X		SDG (Goals)	SDG1(No poverty) SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)						
				Part B							
Modules		Con	itents		Pedagogy				Hours		
1	Introduction: Concept of entrepreneur successful entrepreneur and Types o development.	r, Distinction between entrepre f entrepreneurs. Concept and	eneur and manager, Functions of an entrepreneur, Qualities Nature of entrepreneurship, Role of entrepreneurship in eco	of a nomic Interactive Lectures, Case Studies, Experientia	Learning			9			
2	Development of Entrepreneurship: Er Locational mobility of entrepreneurs, Entrepreneurial performance in India.	Entrepreneurship developmen	lass in India, Environmental factors affecting entrepreneursh nt programmes, Institutions for entrepreneurship developmen	p, t and interactive lectures and case studies				9			
3	Entrepreneurial Motivation: Concept and Developing achievement motivation and achievement motivation achievement motivation achievement achievem		otives for starting enterprises, Testing entrepreneurial motiva :	tion, interactive lectures and case studies				9			
4	Rural Entrepreneurship: Meaning of r Problems of rural entrepreneurship at	rural entrepreneurship, Need f nd Development of rural entre	or rural entrepreneurship, Rural industrialization in retrospec preneurship.	interactive lectures and case studies				9			
5	Establishing a Small Enterprise: The of project feasibility, Analysis of project	startup process, Project identi ct, Preparation of project repo	fication, Selection of the product, Project formulation, Assess rt, selection of site / location and Legal considerations.	ment interactive lectures and case studies				9			
								•			

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Business Plan Development for a Startup Venture	PBL	BL3-Apply	15

Part D(Marks Distribution)

	Theory									
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					
100	40	40	12	60						
	Practical									
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					

Part E

Videos	https://www.google.com/gasearch?q=videos%20on%20entrepreneurship%20in%20english&source=sh/x/gs/m2/5fffpstate=ive&k/dr-cid:19s9c5t0.vid.MdNNGfoxrqA.st.0
MOOC Courses	
References Books	Kuratko, D. F., & Covin, J. G. (2018). Entrepreneurship: Theory, process, practice (10th ed.). John Wiley & Sons.
Articles	Factors Influencing Entrepreneurial Activities Gutterman, Alan S. Product Number:BEP427 Books & Book Chapters (PDF) • 56 pages • 2018-09-05
Books	Hisrich, R. D., Peters, M. P., & Shepherd, D. M. (2021). Entrepreneurship (11th ed.). McGraw-Hill Education.

Т	COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
С	D1	-	1	2	-	-	-	-	-	-	-	-	-	-	-	1
С	02	-	1	2	3	-	-	-	-	-	-	-	-	-	-	1
С	D3	1	-	3	-	-	-	-	-	-	-	-	-	-	1	-
С	04	-	2	1	-	-	-	-	-	-	-	-	-	-	-	1
С	D5	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-
С	06	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BBA_Hons

Title of the Course	Income Tax for Individual										
Course Code	AMC-401[T]										
	Part A										
Year	2nd	Semester	4th	Credits	L	T	P	С			
i ear	Ziiu	Sellester	401	Credits	4	0	0	4			
Course Type	Theory only	only									
Course Category	Discipline Specific Elective	ne Specific Elective									
Pre-Requisite/s	Students should be familiar	udents should be familiar with various aspect and new provision of Income Tax. Co-Requisite/s									
Course Outcomes & Bloom's Level	CO1- Students will be able to define the basic concepts and definitions of Income Tax Act 1961 (IBL1-Remember) CO2- Students will be able to explain the basic principles underlying the Income Tax Act 200 right the income Tax Act 200 right to the Income Tax 200 right to										
Coures Elements	Skill Development ✓ Entrepreneurship X Employsebilly ✓ Professional Ethics ✓ Gender X Human Values X Emriorment X										

	Par	Part B										
Modules	Contents	Pedagogy	Hours									
1	Income tax concepts: Previous Year, Assessment Year, Person, Assessee, Income (including agricultural income), Gross Total Income, Total Taxable Income; Exempted Income for individuals; Tax Evasion, Tax Avoidance, Tax Planning and Tax Management, Residential Status (Individuals and Company in detail) and their incidence of tax, Computation of Income under the head Salary	Interactive lectures, problem based learning	12									
2	Computation of Income under the head House Property, Capital Gains	Interactive lectures, problem based learning	12									
3	Computation of Income under the head Profits and gains from Business or Profession, Income from other sources.	Interactive lectures, problem based learning	12									
4	Computation of total income and tax liability of an individual; Set-off and carry-forward of losses in case of individual and company;	Interactive lectures, problem based learning	12									
5	Deductions from gross total income as applicable to an Individual and companies; Minimum Alternative Tax	Interactive lectures, problem based learning	12									

	Part	<u>.</u> C		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
3	Tax Planning Strategies for Individuals and Businesses	PBL	BL3-Apply	15

	Part D(Marks Distribution)										
	Theory										
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation						
100	40	40	12	60							
			Practical								
Total Marks Minimum Passing Marks External Evaluation Min. External Evaluation Internal Evaluation Min. Internal Evaluation											

	Part E
Books	Systematic Approach to Taxation Containing Income Tax & Indirect Taxes : As Applicable for Assessment Year 2015 - 2016 Author: Dr. Girish Ahuja ; Dr. Ravi Gupta Released: 2014 Publisher: Bharat Law House Pvt. Ltd.
Articles	Hoffman, W. H. (1961). The theory of tax planning. The Accounting Review, 36(2), 274.
References Books	Pratt, J., Kulsrud, W., & Hahn, W. (2020). Federal Taxation (2020 ed.). McGraw-Hill Education.
MOOC Courses	
Videos	https://www.google.com/gasearch?q=videos%20ton%20income%20itx%20planning%20itm%20english&tbm=&source=sh/x/gs/m215#fpstate=ive&vld=cid:ba3095ee,vid-QAJJBEQJk0,st:0

							Co	urse Articulation	Matrix						
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	-	-	-	-	-	-	-	-	-	-	-	-	2	1
CO2	2	2	1	1	-	-	-	-	-	-	-	-	2	-	1
CO3	2	-	-	1	-	-	-	-	-	-	-	-	2	1	1
CO4	-	2	3	1	-	-	-	-	-	-	-	-	3	2	-
CO5	-	1	3	-	-	-	-	-	-	-	-	-	-	1	1
cos															



CILIBRATING DILAMS									
			Syllabus-2	023-2024					
			BBA_I	Hons					
Title of the	e Course	Information Technology-II							
Course	Code	AMC-402[T]							
			Par	A					
Yea	ar	2nd	Semester	4th			Credits	L 3	T P C 0 3
Course	Туре	Theory only							
Course Category Disciplinary Major									
Pre-Requ	Pre-Requisite/s The students should be familiar with the basics of Computer and MS Office. Co-Requisite/s Co-Requisite/s								
CO1- Student will be able to recall the fundamental concepts of databases, including key terminology, data models, and architecture (8.1-Remember) CO2-Student will be able to increast and the characteristics of computer, role of input and output devices, processing units, hardware, software and its uses (812-Understand) CO3-Student will be able to apply troubleshooting techniques to identify and resolve common network connectivity issues (813-Apply) CO4-Student will be able to apply the migract of activity threads on elevtive, infrastructure and propose mitigations tradapties (814-Analyze) CO5-Student will be able to gain practical knowledge to construct the flowchart and algorithm for a given problem independently (815-Evaluate)									
Coures Ei	ilements	Skill Development ✓ Entrepreneurship X Employability X Professional Ethics ✓ Gender X Human Values X Environment X							
Г			Par	В	1			ı	
Modules			Contents	Pedagogy					Hours
1		Concept of Computers - Brief History of comp Criteria for using the computers, Organisation Areas of computers and their Applications.	uters, Generation and its Evolution , Characteristics of computers (Ha is and Functions of Computers, Advantages and Disadvantages of Co	rdware, Software) mputers , Main	inetarctive lectures,			9	
2		Types of Computers - Analog, digital, Hybrid, Main - frame Computer and Super computer	General Purpose and Special Purpose Computers, Micro Computers,	Mini - computers,	inetarctive lectures,			9	
3		Input - Output Devices, Storage Units (Disks, (SIMM, DIMM, RIMM)	CD - ROM, DVD - ROM and tapes), Memory types(Cache, RAM, ROM	M), Memory Units,	Memory Units, inetarctive lectures,			9	
4		Data and Information - Data Definition, Data F presentation	Processing Systems, Data Type, Numeric, Alphabetic , Audio, Graphic	and Video and their	inetarctive lectures,			9	
5		Analysis, Data Input and Outputs, Data proce	ssing, Computer as a tool for Data Processing, Data Processing techn assing Management, EDP Controls and Audits, Data Security, Introduc , and UNIX, MS Office (MS Word, Power Point, Excel, Access)	ques, Data tion to Lab Work:	inetarctive lectures,			9	
			Pari	C					
Modules		1	Title		Indicative-ABCA/PBL/ Experiments/Field work/ Internships		Bloom's Level		Hours
4	Designing and Imple	ementing a Cybersecurity Framework for a Sm	all Business	PBL			BL3-Apply		15

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	Theory							
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation			
100	40	40	12	60				
	Practical							
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation			

Part E

MOOC Courses Videos	https://www.google.com/gasearch?g=videos%20on%20information%20technology%20in%20english&tbm=&source=sh.k/gs/m2/5#ffpstate=ive&vid=cid:7b82064d.yid:7BfdMKeLTj0.st:0
	Alexis Leon, —Introduction to Information Systems", Tata McGraw Hill ,4th edition.
Articles	Swanson, E. B., & Ramiller, N. C. (2004). Innovating mindfully with information technology. MIS quarterly, 553-583.
Books	ITL, —Introduction to Information Technology,II ,Pearson education, Delhi, 2nd Edition

	COs	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	2	-	-	-	-		-	-	-	-	-	-	-	2	1
CO2	2	2	2	3	3	-	-	-	-	-	-	-	-	2	1	-
COS	3	2	-	3	3	-	-	-	-	-	-	-	-	1	-	2
CO4	1	-	2	1	1	-	-	-	-	-	-	-	-	-	1	1
COS	5	-	1	-	1	-		-	-	-	-	-	-	-	1	1
CO	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BBA_Hons

Title of the Course

CO1 CO2 CO3 CO4 CO5 Project Management

Part A Year 2nd Semester 4th Credits 1 L 3 Theory only Course Type Theory only Disciplinary Major Pre-Requisite/s Project Management typically has several prerequisites to ensure that students have a foundational understanding and the necessary skills to succeed. Co-Requisite/s Priced Management typically has several prerequisites to ensure that students have a foundational understanding and the necessary skills to succeed. Course Outcomes & Bloom's Level CO3-Students will be able to Remember and describe the fundamental coccupits of project management, (BL1-Remember) CO3-Students will be able to Indenticated various project selection methods, (BL2-Minestrand) CO3-Students will be able to Analyze and calculate project performance using KPIs and create dashboards and status reports (BL5-Evaluate) CO4-Students will be able to Analyze and calculate project performance using KPIs and create dashboards and status reports (BL5-Evaluate) SDG1(No powerty) SDG3(Good health and well-being) SDG3(Good health a	T P C 0 0 3
Course Type Theory only Course Category Disciplinary Major Pre-Requisite's Prigact Management typically has several prerequisites to ensure that students have a foundational understanding and the necessary skills to succeed. Co1-Students will be able to Remember and describe the fundamental concepts of project management (BL-Remember) CO2-Students will be able to Indenstand various pricet selection methods (BL2-Indenstand) CO3-Students will be able to Apply project planning sechinques to define acope and create WBS for a project (BL3-Apply) CO3-Students will be able to Apply project planning sechinques to define acope and create WBS for a project (BL3-Apply) CO3-Students will be able to Evaluate project planning sechinques to define acope and create WBS for a project (BL3-Apply) CO3-Students will be able to Evaluate project performance using KPIs and create dashboards and status reports (BL3-Evaluate) SDG1(No-powny) SDG2(Zeo Inarger) SDG3(Good health and well-being) SDG3(T P C 0 0 3
Course Category Disciplinary Major Pre-Requisite's Project Management typically has several prerequisites to ensure that students have a foundational understanding and the necessary skills to succeed. CO1- Students will be able to Remember and describe the fundamental concepts of project management, (BL-Remember) CO2- Students will be able to Understand various project selection mentalocs (BL-Vinderstand) CO4- Students will be able to Understand various project selection mentalocs (BL-Vinderstand) CO4- Students will be able to Analyze and calculate project costs, establish budgets, and maintain cost control (BL-Analyze) CO5- Students will be able to Evaluate project performance using KPIs and create dashboards and status reports (BLS-Evaluate) SDC1 (No powerty) SDC2(Zero Tunger) SDC3(Good health and well-being) SDC3(Good health and	
Pro-Requisite's Project Management typically has several prerequisites to ensure that students have a foundational understanding and the necessary skills to succeed. Co-Requisite's CO1-Students will be also to Remember and describe the fundamental concepts of project management (IBL-Remember) CO2-Students will be also to Medical Individual CO3-Students will be also to Medical Individual CO3-Students will be also to Apply project planning techniques to define scope and create WBS for a project (IBL-Adea) concepts of pro	
Course Outcomes	
Course Outcomes & Bloom's Level CO2- Students will be also to Undentand various project selection methods (BL2-Indentstand) CO3- Students will be also to Undentand various project selection methods (BL2-Indentstand) CO3- Students will be also to Analyze and calculate project costs, setablish budgets, and maintain cost corrior (BL4-Analyze) CO3- Students will be able to Evaluate project performance using IPIs and create deshboards and datas reports (BL5-Evaluate) SDG1(No poverty) SDG2(Zero hunger) SDG3(Good health and well-being) SDG3(Good health and wel	
SDG2/Zero hunger) SDG3/Good health and well-being) SDG3/Good health and well-being) SDG3/Good health and well-being) SDG3/Good health and well-being) SDG4/Quality education) SDG4/Gener equality) Entrepreneurality of Entrepreneurality of Entrepreneurality of SDG6/Cener weller and samilation) SDG7/Microtable and clear energy) SDG6/Cener weller and samilation SDG7/Microtable and cener energy) SDG6/Cener well and economic growth) SDG6/Cener well and economic growth SDG6/Cener well and economic gro	
Environment X SDG13(Climate action) SDG14(Life below water) SDG15(Life below water) SDG15(Life on land) SDG16(Life on land) SDG16(Pace Justice and strong institutions) SDG17(Partnerships for the goals)	
Part B	
Modules Contents Pedagogy	Hours
UNIT-1 Fundamentals of Project Management: Definition and Characteristics of a Project Project vs. Operations, Project Lifecycle and Phases, Project Management Processes, The Role of a Project Manager, Project Selection Methods.	9
UNIT-2 Project planning: Defining and Documenting Project Scope, Work Breakdown Structure (WBS), Scope Verification and Control, Estimating Costs and Determining Budgets, Cost Baseline and Control.	9
UNIT-3 Project Execution: Planning Communications, Information Distribution, PerformanceReporting, Risk Identification and Analysis, Procurement Planning and Conduct.	9
UNIT-4 Project Monitoring and controt: Key Performance Indicators (KPIs), Dashboards and Status Reports, Variance and Trend Analysis. interactive lectures, case studies, experiential learning	9
UNIT-5 Al in Project Management: Overview of Al Technologies, Benefits of Al in Project Management, Predictive Scheduling for Risk interactive lectures, case studies, experiential learning	9
Part C	
Modules Title Indicative_ABCA/PBL/ Experiments/Field work/ Bloom's Level Internships	Hours
4 Sbudents will analyze serveral case studies of international development projects to identify key success factors. They will examine aspects such as project coops, stakeholder engagement, funding mechanisms, and cultural considerations.	15
	_1
Part D(Marks Distribution)	
Theory Total Marks Minimum Passing Marks External Evaluation Min. External Evaluation Internal Evaluation Min. Internal	caluation
100 M0 M0 60 18 Mn. External Evaluation Mn. External Evaluation Mn. External Evaluation Mn. mema Evaluatio	aiuaudii
100 40 50 18 40 90 18 10 10 10 10 10 10 1	
Total Marks Minimum Passing Marks External Evaluation Min. External Evaluation Internal Evaluation Min. Internal Evaluation	valuation
Part E	
Books Chandra, P. (2019). Projects: Planning, Analysis, Selection, Financing, Implementation, and Review (9th ed.). McGraw Hill Education arson, E. W., & Gray, C. F. (2020). Project Management: The Managenial Process (8th ed.). McGraw Hill Education	
Articles https://medium.com/@rickspair/the-benefits-of-ai-n-project-management-a-comprehensive-guide-472f9bb6886	
References Books Gopalan, M. R. (2022), Project Management (2nd ed.), Wiley Kerzner, H. (2022), Project Management: A Systems Approach to Planning, Scheduling, and Controlling (13th ed.), Wiley.	
MOOC Courses https://www.youtube.com/watch?v=gnkjcRDQkw0&isst=PLLy_2WCG\$7CB.uNhvi0h6W54ZmqrSDMJ	
Videos https://medium.com/@rickspainthe-benefits-of-ai-in-project-management-a-comprehensive-guide-472f59b5988c	



			CELEBRATING	DREAMS			
			Syllabus-20	023-2024			
			вва_н	ons			
Title of the	Course	Operation Research					
Course	Code	AMC-501[T]					
			Part	A			
Yea	ar	3rd	Semester	5th	Credits	L T P C 3 0 0 3	
Course	Туре	Theory only		- !			
Course C	ategory	Disciplinary Major					
Pre-Requ	uisite/s	Operations research helps in solving problems in different environments that needs decisions. The module cover topics that include: linear programming, Transportation, Assignment, and CPM MSPT techniques. Analytic techniques and computer packages will be used to solve problems facing business managers in decision environments. Co-Requisite's					
Course Or & Bloom		CO2- Students will be able to ex CO3- Students will be able to ap CO4- Students will be able to an	entify key concepts and terminology in Operations Research, BL1-Rem plain the principles and techniques used in Operations Research metho ply Operations Research models to solve business optimization problem slyze real-world scenarios to determine appropriate Operations Research adulate the effectiveness of different Operations Research techniques in	ds.(BL2-Understand) is.(BL3-Apply) h methodologies.(BL4-Analyze)			
Coures E	lements	Skill Development ✓ Entrepreneurship X Employability X Employability X Gender X Human Values X Environment X		SDG (Goals)	SDG4(Quality aducation) SDG12(Responsible consuption and production)		
	T		Part				
Modules			ontents	Pedagog	Hours		
1	unbounded solution) Simplex M method and Two-phase method	ethods (Specia I cases: Multiple o	lutions (Special cases: - Multiple optimal solution, infeasibility, ptimal solution, infeasibility, degeneracy, unbounded solution) Big-M s on formulation & economic interpretation) Integer programming: ogramming: Formulation only	Interactive lectures, problem based learning		9	
2	Approximation Method (VAM), N	Modified Distribution Method. (Spe ssignment: Hungarian Method, (S	olution by N.W. Corner Rule, Least Cost method, Vogels cial cases:-Multiple Solutions, Maximization case, Unbalanced case, ipecial cases: -Multiple Solutions, Maximization Case, Unbalanced	Interactive lectures, problem based learning	9		
3	Network Analysis: Construction float), PERT, Project Time Crasl		Path-floats and slack analysis (Total float, free float, independent	Interactive lectures, problem based learning		9	
4	Perfect Information and Sample	Opportunity Loss Table, Expected Information Markov Chains: Prec ting probabilities, Chapman Kolm	d Monetary Value, Expected Opportunity Loss, Expected Value of licting Future Market Shares, Equilibrium Conditions. (Questions ogrov equation.	Interactive lectures, problem based learning		9	
5	Introduction to Game Theory: P strategy, Reduction of m x n gai Simulation: Monte Carlo Simula	ne and solution of 2x2, 2 x s, and	um game, Pure strategy, Saddle point; Dominance Rule, Mixed r x 2 cases by Graphical and Algebraic methods. Introduction to	Interactive lectures, problem based learning	9		
			Part	С			
				I. C. C. ADDAMENT			

Part D(Marks Distribution

	Theory							
Total Marks	Minimum Passing Marks	External Evaluation	External Evaluation Min. External Evaluation		Min. Internal Evaluation			
100	40	40	12	60				
	Practical Practical							
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation			

Part E

Books	Operations Research: Applications and Algorithms
Articles	Xing, Y., Li, L., Bi, Z., Wilamowska-Korsak, M., & Zhang, L. (2013). Operations research (OR) in service industries: a comprehensive review. Systems Research and Behavioral Science, 30(3), 300-353
References Books	Taha, H. A. (2017). Operations Research: An Introduction (10th ed.). Pearson.
MOOC Courses	https://www.coursera.org/learn/wharton-operations
Videos	https://www.google.com/gassearch?q=videos%20on%20pperations%20research%20in%20envlish&tbm=&source=sh.kr/gs/in/25#fpstate=ive&vid=cid:bf833c8e,vid:liqhvbr9U4.st.0

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	-	2	1	-	-	-	-	-	-	-	-	-	-	2	-
CO2	2	-	-	3	-	-	-	-	-	-	-	-	-	-	1
CO3	1	3	2	-	-	-	-	-	-	-	-	-	2	-	1
CO4	-	-	1	2	-	-	-	-	-	-	-	-	-	-	2
CO5	1	2	-	-	-	-	-	-	-	-	-	-	1	3	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



			Syl	labus-2	2023-2024						
				BCom	Hons						
Titl	e of the Course	Research Methodology									
	Course Code	BCC- 702[T]									
				Par	t A						
	Year	4th	Semester	7th			Credits	L 3	T 0	P 0	C 3
	Course Type	Theory only									
Co	urse Category	Discipline Core									
P	re-Requisite/s	Students should have an elem	entary level understanding of Research Methodology.			Co	-Requisite/s				
	urse Outcomes Bloom's Level	CO2- Students will be able to CO3- Students will be able to CO4- Students will be able to CO5- Students will be able to CO6- Students will be able to	dentify and differentiate between quantitative and qualitative xyplain the key characteristics of different research designs ar ormulate a research question and develop a research plan ali dirtically evaluate the strengths and weaknesses of various produced and the presence of the design of the control of produced the control of the control of the control of levelop and present a research proposal for a business research proposal for a business research proposal for a business resear	nd their app gned with a ta collection onclusions	propriate applications.(BL2-Understand) a specific business decision-making scenario.(BL3-An on methods considering different factors.(BL4-Analyz and identifying their business implications.(BL5-Evali	oply) e) uate))				
Co	ures Elements	Skill Development / Entrepreneurship X Employability X Professional Ethics X Gender X Human Values X Environment X			SDG (Goals)	SDG1(No poverty) SDG4(Quality education) SDG17(Partnerships for the	goals)				
				Par	t B						
Modules		Conte	nts			Pedagogy					Hours
1			ance of Research in Business Types of Research (Explorator) derations Formulating Research Questions and Research		ractive Lectures, Case Studies, Experiential Learning					9	
2	Research Design and Methods Design Techniques and Sample Size Determine	ning Effective Research Studies ination Data Collection Methods	: Quantitative, Qualitative, and Mixed Methods Sampling Surveys, Interviews, Observations, and Experiments	Inte	ractive Lectures, Case Studies, Experiential Learning					9	
3	Measurement and Scaling Levels of I Scales Reliability and Validity Testing	Measurement (Nominal, Ordinal, of Measures	Interval, Ratio) Designing Questionnaires and Measurement	Inter	ractive Lectures, Case Studies, Experiential Learning					9	
4	Data Analysis Techniques Introductio Hypothesis Testing and Statistical Inf Probability Sampling Techniques, Adj	erence Basic Data Analysis Tech	(e.g., SPSS) Descriptive Statistics: Summarizing Data Patter niques (e.g., Chi-Square Test, t-Test, ANOVA)Parameters, Ot id Sample Size.	ns her Inte	ractive Lectures, Case Studies, Experiential Learning					9	
5	Research Report Writing and Commu Techniques Communicating Research	unication Structure and Compon h Findings through Presentation	ents of a Research Report Effective Research Report Writing a Research Ethics and Avoiding Plagiarism	Inte	ractive Lectures, Case Studies, Experiential Learning					9	
				Par	t C						
Modules			Title		Indicative-ABCA/P Experiments/Field w Internships	BL/ ork/	Bloor	n's Level		н	ours
5	Designing and Conducting a M	arket Research Study to Assess	Consumer Preferences		PBL		BL6-Create		15		
			Part	D(Marks	Distribution)						
				The	ory			-			
Total Marks		assing Marks	External Evaluation		Min. External Evaluation	Internal Evaluation	1	Min. Int	rnal Evalua	tion	
100	40		40 12			60					
				Pract				-			
Total Marks	Minimum Pa	assing Marks	External Evaluation		Min. External Evaluation	Internal Evaluation	1	Min. Int	ernal Evalua	tion	
	·		·	Par	tE		,				

Books	Malhotra, N. K. (2016). Marketing Research: An Applied Orientation (7th ed.). Pearson.
Articles	Snyder, H. (2019). Literature review as a research methodology. An overview and guidelines, Journal of business research, 104, 333-339 (Omgreen, R. & Lewinens, K. T. (2017). Workshops as a research methodology. Electronic Journal of Electronic (1), 708-1. [1] Omgreen, R. & Lewinens, K. T. (2017). Workshops as a research methodology. Electronic Journal of Electronic (1), 708-1.
References Books	Schindler, P. S., & Cooper, D. R. (2019). Business Research Methods (13th ed.). McGraw-Hill Education.
MOOC Courses	https://ugemoocs.inflibnet.ac.in/index.php/courses/view_ug/330
	https://poutu.be/LEZ/wONEHY https://poutu.be/LEZ/wONEHY

							Co	urse Articulation	Matrix						
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	1	1	-	-	-	-	-	-	-	-	2	1	1
CO2	1	-	2	-	-		-	-	-	-	-	-	-	-	1
CO3	2	1	2	-	-	-	-	-	-	-	-	-	1	1	1
CO4	2	-	1	2	-		-	-	-	-	-	-	1	2	1
CO5	2	-	3	-	-	-	-	-	-	-	-	-	-	1	1
CO6	-	-	-	-	-	-	-	-	-		-	-			



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Title of the Course	Multivariate Analysis	S							
Course Code	BCC- 801[T]								
			Part A						
Year	4th	Semester	8th	Credits	L	T	P	С	
100		Comester	ou.	oreans	3	0	0	3	
Course Type	Theory only								
Course Category	Disciplinary Major	Major							
Pre-Requisite/s	Students should po	nts should possess knowledge of statistics and mathematics Co-Requisite/s Students should possess analytical and decision making							
Course Outcomes & Bloom's Level	CO2- Understand to CO3- Apply Multiva	ne definition and scope of multivariate analysis he purpose and process of Principal Compone riate Analysis of Variance (MANOVA) to test d tit and adequacy of Structural Equation Models methodology and findings of multivariate analy	int Analysis (PCA).(BL2-Understand)						
Coures Elements	Skill Development Entrepreneurship × Employability × Professional Ethics Gender × Human Values × Environment ×	(SDG (Goals)	SDG4(Quality education)					

		Part B	
Modules	Contents	Pedagogy	Hours
1	Introduction to Multivariate Analysis: Introduction and Overview, Definition and scope of multivariate analysis, Importance in business and management, Multivariate Data,- Types of multivariate data, Data collection and preparation, Measures of central tendency and dispersion	Interactive Lectures, Case Studies, Experiential Learning	9
2	Key Multivariate Techniques: Principal Component Analysis (PCA), Purpose and concept of PCA. Interpretation of principal components in business context, Factor Analysis. Basic concepts and applications in market research, Factor rotation and interpretation, Custer Analysis, Market segmentation using clustering	Interactive Lectures, Case Studies, Experiential Learning	9
3	Advanced Multivariate Techniques: Canonical Correlation Analysis (CCA), Understanding relationships between two sets of variables, Business applications, Multivariate Analysis of Variance (MANOVA), Testing differences in business outcomes across groups	Interactive Lectures, Case Studies, Experiential Learning	9
4	Applications in experimental and survey data, Multidimensional Scaling (MDS), Perceptual mapping in marketing, Applications in brand positioning, Structural Equation Modeling (SEM), Basics of SEM, Applications in business research and strategy	Interactive Lectures Case Studies Experiential Learning	9
5	Implementation of Artificial Intelligence in Multivariate Analysis: Integration of All with multivariate methods, Machine Learning Algorithms for Business Data, Supervised learning (e.g., regression, classification), Unsupervised learning (e.g., clustering, dimensionally reduction.	Interactive Lectures, Case Studies, Experiential Learning	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Market Segmentation Analysis for a Retail Chain	PBL	BL5-Evaluate	15

Part D(Marks Distribution)

			Theory		
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	60	18	40	
			Practical		
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

Part E

Books	Levin, R. I., Rubin, D. S., Rastogi, S., & Siddiqui, M. H. (2020). "Statistics for Management" (8th ed.). Pearson Education India. Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2018). "Multivariate Data Analysis" (8th ed.). Pearson.
Articles	Provost, F., & Fawcett, T. (2013). "Data Science for Business: What You Need to Know About Data Mining and Data-Analytic Thinking". O'Reilly Media.
References Books	Johnson, R. A., & Wichern, D. W. (2019). *Applied Multivariate Statistical Analysis* (6th ed.). Pearson. Anderson, T. W. (2003). *An Introduction to Multivariate Statistical Analysis* (3rd ed.). Wiley.
MOOC Courses	Multivariate Procedures with R](https://onlinecourses.nptel.ac.in/noc24_mg03/preview Applied Multivariate Statistical Modeling](https://onlinecourses.nptel.ac.in/noc21_mg27/preview
Videos	Jhttps://archive.nptel.ac.in/courses/110/104/110104045/

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	1	-	-	-	-	-	-	-	-	-	1	-	1
CO2	1	2	-	1	-	-	-	-	-	-	-	-	-	1	-
CO3	1	1	-	2	-	-	-	-	-	-	-	-	1	-	1
CO4	2	1	-	1	-	-	-	-	-	-	-	-	1	-	-
CO5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1
CO6	-	-		-	_	-	-	_	-	-	-			_	



BComHons

Title of the Course	An Introduction to Accounti	ng						
Course Code	BCC-101[T]							
			Part A					
Year	1st	Semester	1st	Credits	L	Т	P	С
1001	101	Semester	101	Cieurs	4	0	0	4
Course Type	Theory only				•	•		•
Course Category	Disciplinary Major							
Pre-Requisite/s	Basic understanding of bus	siness transactions & math is helpful for financial accounting.		Co-Requisite/s				
Course Outcomes & Bloom's Level	CO3- Student will be able t	o define the fundamental accounting equation (B1.1-Remember) or explain the difference between financial accounting and manage or classify transactions into different categories. (B1.3-Apply) or analyze the impact of a specific transaction on the financial state or evaluate the underlying assumptions of different accounting m						
Coures Elements	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics X Gender X Human Values ✓ Environment X		SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG11(Sustainable cities and economies)				
			Part B					

		Part B	
Modules	Contents	Pedagogy	Hours
1	Theoretical Framework Accounting as an information system, the users of financial accounting information and their needs Qualitative characteristics of accounting. Barnels of accounting. Barnels of accounting. State of accounting, state of basis and account basis, introduction to GAAP and IFRS The nature of financial accounting principles-basic concepts and conventions: entity, morey measurement, principles concern, cost; realization, accounting, periodicity, consistency, prudence(conservatime), materiality and full disclosures 14 Financial accounting standards: concept, benefits, procedure for issuing accounting standards in India. Salient features of Accounting Standard (SS, ICAI)	Interactive Lectures, Case Studies, Experiential Learning	12
2	Accounting Process From recording of business transactions to preparation of trial balance including rectification of errors. Preparation of cash book.	Interactive Lectures, Case Studies, Experiential Learning	12
3	Treatment of Depreciation The nature of depreciation, accounting concept of depreciation. Factors in the measurement of depreciation. Methods of computing depreciation: straight line method and diminishing balance method; disposal of depreciable assets charge of method. Sallent features of accounting standard (K-8-6)	Interactive Lectures, Case Studies, Experiential Learning	12
4	Final Accounts Capital and revenue expenditures and receipts, Preparation of financial statements: from trial balance to journal, trading account, profit and loss account, balance sheet.	Interactive Lectures, Case Studies, Experiential Learning	12
5	Partnership Accounts Partnership: meaning, characteristics, treatment of goodwill, revaluation of assets and liabilities and adjustment of capital in case of admission, retirement and death of a partner.	Interactive Lectures, Case Studies, Experiential Learning	12

	Pari	ı.C		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Preparation of Financial Report of any listed company for the F.Y. 2015-16 with relevant annexures and calculations	PBL	BL3-Apply	10

			Theory								
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation						
100	40	40	12	60							
	Practical										
Total Marks	Minimum Passing Marks	m Passing Marks External Evaluation Min. External Evaluation		Internal Evaluation	Min. Internal Evaluation						

	Part E								
Books	Gupta, R. L., & Radha Swami, M. (2014). Financial Accounting. Sultan Chand and Sons.								
Articles	Yu, G. (2011). Bridging the GAAPs (Product No. 111114). Harvard Business School. (Rev. 2014, September 22).								
References Books	Porwal, L. S. (2007). Accounting Theory. Tata McGraw Hill.								
MOOC Courses	https://onlinecourses.nptel.ac.in/noc22_mg63/preview A								
Videos	https://www.google.com/gasearch?q=videos%20on%20financial%20accounting8tbm=8source=sh/x/gs/m2/5ffipstate=ive8vid=cid:c903a18a,vid:Rpa_LIAcileU.st.0								

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	2	1	-	-	-	-	-	-	-	-	-	-	1
CO2	1	1	-	1	-	-	-	-	-	-	-	-	1	-	1
CO3	2	-	1	1	-	-	-	-	-	-	-	-	-	1	-
CO4	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1
CO5	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



				Syllabu	s-20	23-2024					
				BC	omHo	ons					
Т	itle of the	Course	Management Concept								
	Course C	ode	BCC-102[T]								
				1	Part A						
	Year		1st	Semester		Credits	L T	P	C 4		
	Course 1	уре	Theory only				1				
	Course Cat	egory	Disciplinary Major								
	Pre-Requisite/s The Students must have a foundational understanding of management concepts, including decision-making processes, organizational structures, controlling techniques, and contempt					functions, roles, skills, historical perspectives, planning principles,		Co-Requisite/s			
	Course Outcomes & Bloom's Level CO3- The students will be able to recall the definition of management and its core functions, (BL1-Remember) CO3- The students will be able to understand the importance of management in achieving organizational goals (BL2-Understand) CO3- The students will be able to apply management principles to solve practical business professers, (BL3-Apply) CO4- The students will be able to apply management principles to solve practical business professers, (BL3-Apply) CO5- The students will be able to evaluate the effectiveness of different organizational structures, (BL4-Analyze) CO5- The students will be able to evaluate the effectiveness of different organizational structures, (BL4-Analyze)										
	Skill Development ✓ Entrepreneurship × Employability × Employability × Professional Ethica × Gender × Human Values × Environment ×				SDG (Goals) SDG (Goals) SDG (Goals) SDG2(Responsible consuption and production)						
				Į.	Part B	3					
Modules			Conte	ents	Pedagogy						urs
1	Skills	duction To Management and Or i. Management History - Histori emporary Approach	ganizations - What is Manageme cal Background of Management,	ent, Management Functions, Managerial Roles, and Management Classical Approach, Quantitative Approach, Behavioral Approach,	intera	active lectures, case studies, experiential learning			12		
2	Four Plan	dations of Planning - What is P s, Contemporary issues in Plan	lanning, Planning and Performar ning	nce, Types of Goals and Plans, Setting Goals and Developing	intera	ctive lectures, case studies, experiential learning			12		
3	Man: Style	agers as Decision Makers - The s	Decision - Making Process, Typ	es of Decisions and Decision Making Conditions, Decision Making	intera	ctive lectures, case studies, experiential learning			12		
4	Orga and I	nizational Structure and Design Decentralization, Mechanistic at	n - Work Specialization, Departm nd Organic Structures, Common	entalization, Chain of Command, Span of Control, Centralization Organizational Designs	intera	ctive lectures, case studies, experiential learning			12		
5	Intro Mean	duction to Controlling - Importar suring Organizational Performa	to Controlling - Importance of Controlling, The Control Process, Controlling for Organizational Performance, Tools for organizational Performance, Contemporary Issues in Control.								
					Part C			·			
Modules	Indicative-ABCA/PBL/				Bloom's Level			Hour	rs .		
5		Exploring Contemporary Manag	gement Theories and Practices	·	F	PBL		BL5-Evaluate	15		

	Theory											
Total Marks	Minimum Passing Marks External Evaluation		Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation							
100	40	40	12	60								
	Practical											
Total Marks	Minimum Passing Marks	g Marks External Evaluation Min. External Evaluation Internal Evalua		Internal Evaluation	Min. Internal Evaluation							
İ												

Part D(Marks Distribution)

Part E

Books	Robbins, S. P., & Judge, T. A. (2020). Management (19th ed.). Pearson.			
Articles	Hughes Johnson, C. (2023). What are your management operating principles? (Product No. ROT488) [PDF]. Harvard Business Review			
References Books Daft, R. L. (2022). The leadership experience (10th ed.). Cengage Learning, (This leans more towards leadership aspects of management)				
MOOC Courses	https://ugemoocs.inflibnet.ac.in/index.php/courses/view_pg/384			
Videos	https://www.google.com/gasearch?q=videos%20on%20management%20accounting%20in%20english&tbm=&source=sh/xjgs/m215#fpstate=ive&vld=cid:ffl03d512_vid:mPbUYaoWa51.st:0			

	COs	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PS02	PS03
C	01	1			1	-	-	-	-	-	-	-		-	1	-
C	02	1	2		1		-		-		-			1	-	1
C	03	2	-	1	-	-	-	-	-	-	-	-	-	-	-	1
C	04	-	2	1	3	-	-	-	-	-	-	-	-	-	2	1
C	05	-	-	-	1	-	-	-	-	-	-	-	-	-		1
C	06	-			-	-	-		-		1	1	1	-	-	-



PComHone

Title of the Course	Higher Accounting								
Course Code	BCC-201[T]								
		P.	art A						
Year	1st	Semester	2nd	Credits	L	Т	Р	С	
1001	101	Sellester	2110	Ciedita	4	0	0	4	
Course Type	Theory only								
Course Category	Discipline Core								
Pre-Requisite/s	Students should be familiar v	with various aspect of Higher Accounting.		Co-Requisite/s					
Course Outcomes & Bloom's Level	CO2- Differentiate and explai CO3- Identify and analyze the CO4- Apply accounting stand	ehensive understanding of advanced accounting concepts, including inte in various accounting standards for specific financial statement elements e accounting treatment for complex business transactions and events. (E dards to prepare and interpret financial statements of complex business as and evaluate the financial performance and position of a company bas	s (e.g., inventories, intangible assets, leases). (BL2-Understand) BL3-Apply) entities. (BL4-Analyze)						
Coures Elements	Skill Development \(\) Entrepreneurship \(\times \) Employability \(\) Professional Ethics \(\times \) Gender \(\times \) Human Values \(\times \) Environment \(\times \)		SDG (Goals)	SDG4(Quality education)					

		Part B	
Modules	Contents	Pedagogy	Hours
1	Concept of partnership, Partnership deed, Preparation of capital and current account, Past adjustment, Goodwill, Change in profit sharing ratio, Admission of a partner, Refirement of a partner, Death of a partner.	Interactive Lectures, Case Studies, Experiential Learning	12
2	Amalgamation of partnership firms, Dissolution of a partnership firm, Sale of firm.	Interactive Lectures, Case Studies, Experiential Learning	12
3	Accounts for hire purchase and installment system, Investment accounting.(Maintenance of accounts).	Interactive Lectures, Case Studies, Experiential Learning	12
4	Accounting for insurance companies and Accounting for banks and Accounting policies for banking sector	Interactive Lectures Case Studies Experiential Learning	12
5	Double account system (including accounts of electricity companies), Hotel company's accounts.	Interactive Lectures, Case Studies, Experiential Learning	12

	Part	С		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
2	Study of recent acquisition of a company with accounting perspective.	PBL		15

	Theory											
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation							
100	40	40	12	60								
			Practical									
Total Marks	Minimum Passing Marks	External Evaluation Min. External Evaluation Internal Evalu		Internal Evaluation	Min. Internal Evaluation							
1												

	Part E								
Books	Financial Accounting By V. Rajasekaran & R. Lalitha (Pearson) Higher Accounting By S.M. Shukla (SBPD)								
Articles	Byme, M., & Flood, B. (2005). A study of accounting students' motives, expectations and preparedness for higher education. Journal of further and Higher Education, 29(2), 111-124.								
References Books	Financial Accounting By S.N. & S.K. Maheswari "Vikas Publication" Financial Accounting by Hanif and Multherjee (Tata McGraw-Hill)								
MOOC Courses									
Videos	https://www.youtube.com/watch?v=_FQEkuJAkfM&list=PL_QDONQLM:ynXaLMUYVlgSFeo8SYF3XP								

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	2	-	-	-	-	-	-	-	-	-	1	-	1
CO2	-	2	-	1	-	-	-	-	-	-	-	-	2	-	-
CO3	1	1	-	2	-	-	-	-	-	-	-	-	1	1	1
CO4	3	1	-	1	-	-	-	-	-	-	-	-	1	1	-
CO5	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



			Syllabi	us-2023-20	24			
			В	ComHons				
Title	of the Course	An Introduction to Statistics						
С	ourse Code	BCC-203[T]						
				Part A				
	Year	1st	Semester		2nd	Credits	L T P C	
С	ourse Type	Theory only						
Cou	urse Category	Disciplinary Major						
Pro	e-Requisite/s		mental understanding of percentages, ratios, and their connection present value, compound interest, combinations, annuities, matri		comprehend concepts such as commission, brokerage, discount, rates, ses, and equations including differentiation.	Co-Requisite/s		
	rrse Outcomes Bloom's Level	CO2- The students will be able to CO3- The students will be able to CO4- The students will be able to		priate uses.(BL2-Understand)				
Cou	Skill Development ✓ Entrepreneurship X Employability X Coures Elements Professional Ethics X Gender X Human Values X Emvironment X				SDG (Goals)	SDG4(Quality education)		
				Part B				
Modules		Contents	i		Pedagogy		Hours	
1	Correlation Analysis – M eaning, sign correlation.	nificance, types and method probabl	le error, coefficient of determination, legs and leads, partial	Interactive Lec	tures, Case Studies, Experiential Learning		15	
2	Regression analysis- Meaning, equa equation in case of Correlation Table	ations, lines. Standard errorof estima , partial regression.	ate. Difference between correlation and regression. Regression	Interactive Lec	tures, Case Studies, Experiential Learning		15	
3	Time series -components, models, trend analysis including second degree parabola and exponential formula measurement and of seasonal cyclical and irregular variations, shifting the trend origin.				tures, Case Studies, Experiential Learning		15	
4	Statistical Decision Theory: Ingredier prior, pre-posterior and posterior ana	nts, expected opportunity loss, optimilysis) Statistical Quality Control.	nal decisions with maxim in, Minmax and Bayes" principle (with	(With Interactive Lectures Case Studies Experiential Learning				
	•			Part C			•	
Madulas			Fish -		Indicative-ABCA/PBL/	Bloomie Level	Marina	

	Ineory		
External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
	12	60	
	Practical		

BL5-Evaluate

Total Marks Minimum Passing Marks External Evaluation Min. External Evaluation Internal Evaluation Min. Internal Evaluation

Part E

Books Levin, R. I., & Rubin, D. S. (2017). Statistics for management (8th ed.). Pearson Education India.

Part D(Marks Distribution)

Minimum Passing Marks

40

Books Levin, R. I., & Rubin, D. S. (2017). Statistics for management (8th ed.). Pearson Education India.

Articles Sahay, A. (2018). Data, data types, and descriptive statistics. In BEP420. (pp. 1-20).

References Books

MOCC
Courses

Thips://www.udemy.com/course-business-statistics-fundamentals/?

um source-advordatum medium-udemyads&um campaign-Statistics vPROF_la_EN_cr. NDIA_II.7802&campaigntyps=Search&portfolio=India&language=EN&product=Course&kest=&audience=DSA&topic=&priority=&um content-deal/458&um term=_ag_\$1884910502_ad_5333093957940_kw__de_c_dm__pl_7786033252_III.079786_p_d__amenthyps=Search&portfolio=India&language=EN&product=Course&kest=&audience=DSA&topic=&priority=&um content-deal/458&um term=_ag_\$1884910502_ad_5333093957940_kw__de_c_dm__pl_7786033252_III.079786_p_d__amenthyps=Search&portfolio=India&language=EN&product=Course&kest=&audience=DSA&topic=&priority=&um content-deal/458&um term=_ag_\$1884910502_ad_5333093957940_kw__de_c_dm__pl_7786033252_III.079786_p_d__amenthyps=Search&portfolio=India&language=EN&product=Course&kest=&audience=DSA&topic=&priority=&um content-deal/458&um term=_ag_\$1884910502_ad_5333093957940_kw__de_c_dm__pl_7786033252_III.079786_p_dm__amenthyps=Search&portfolio=India&language=EN&product=Course&kest=&audience=DSA&topic=&priority=&um content-deal/458&um term=_ag_\$1884910502_ad_5333093957940_kw__de_c_dm__pl_7786033252_III.079786_p_dm__amenthyps=Search&portfolio=India&language=EN&product=Course&kest=&audience=DSA&topic=&priority=&um content-deal/458&um term=_ag_\$1884910502_ad_5333093957940_kw__de_c_dm__pl_7786033252_III.079786_p_dm__amenthyps=Search&portfolio=India&language=EN&product=Course&kest=&audience=DSA&topic=&priority=&um content-deal/458&um term=_ag_\$1884910502_ad_5333093957940_kw__de_c_dm__pl_7786033252_III.079786_p_dm__amenthyps=Search&portfolio=India&language=EN&product=Course&kest=&audience=DSA&topic=&priority=&um content-deal/558&um term=_ag_\$1884910502_ad_5333093957940_kw__de_c_dm__pl_7786033252_III.07986033252_III.07986033252_III.07986033252_III.07986033252_II

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	2	2	1	-	-	-	-	-	-	-	-	1	2	2
CO2	-	1	2	1	-	-	-	-	-	-	-	-	-	1	1
CO3	1	3	1	-	-	-	-	-	-	-	-	-	-	1	1
CO4	1	2	-	1	-	-	-	-	-	-	-	-	1	2	-
CO5	1	-	2	2	-	-	-	-	-	-	-	-	1	-	1



BComHons

Title of the Course	Corporate Accounting-II													
Course Code	BCC-401[T]	1												
	Part A													
Voor	Year 2nd Semester 4th Credits													
1001	Zilu	Semester	401	Credits	4	0	0	4						
Course Type	Theory only	nly												
Course Category	Disciplinary Major	sary Major												
Pre-Requisite/s	Students should be familiar	dents should be familiar with various aspect of Corporate Accounting. Co-Requisite/s												
Course Outcomes & Bloom's Level	CO2- Student will be able to CO3- Student will be able to CO4- Student will be able to	o define key terms used in corporate accounting, such as as explain the fundamental principles of accounting, includin, o apply accounting principles to record basic business trans o analyze the impact of transactions on financial statements o evaluate the financial health of a company using financial	g accrual accounting and the going concern concept. (BL2- actions. (BL3-Apply) s (income statement, balance sheet, cash flow statement).	-Understand)										
Coures Elements	Skill Development ✓ Entrepreneurship X Employability X Professional Ethics X Gender X Human Values X Environment X		SDG (Goals)	SDC4(Quality education) SDB8(Decent work and economic growth) SDC10(Reduced inequalities)										

Part B										
Modules	Contents	Pedagogy	Hours							
1	Final Accounts of a company as per schedule VI; Investment Accounts.	Interactive Lacture, Experiential Learning	12							
2	Accounts of Banking Companies, Underwriting of shares and debentures.	Interactive Lacture, Experiential Learning	12							
3	Accounts of Insurance Companies; Liquidation of companies.	Interactive Lacture, Experiential Learning	12							
4	Double Account System, Accounts of Electricity Companies	Interactive Lacture, Experiential Learning	12							
5	Contemporary Accounting standards	Interactive Lectures Case Studies Experiential Learning	12							

	Part	С		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
1	Financial Reporting and Analysis for Complex Corporate Transactions	PBL	BL4-Analyze	15

	Theory										
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation						
100	40	40	12	60							
			Practical								
Total Marks	Minimum Passing Marks	Minimum Passing Marks External Evaluation		Internal Evaluation	Min. Internal Evaluation						

	Part E									
Books	Corporate Accounting By V. Rajasekaran R. R. Lalitha (Pearson)									
Articles										
References Books	Financial Accounting By S.N. & S.K. Maheswari "Vikas Publication"									
MOOC Courses										
Videos	https://www.google.com/gasearch?q=videos%20on%20corporate%20accounting%20in%20english&source=sh/x/gs/m2/5#fpstate=ive&v/d=cid:d3b74d6f,vid:ZvvftrAk7f0,st0									

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	2	2	2	-	-	-	-	-	-	-	-	3	1	1
CO2	3	-	1	1	-	-	-	-	-	-	-	-	-	2	2
CO3	2	3	-	2	-	-	-	-	-	-		-	2	-	1
CO4	1	2	2	-	-	-	-	-	-	-	-	-	1	2	-
CO5	1	2	3	2	-	-	-	-	-	-		-	1	1	3
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



Title of the Course	Financial Management-I	Management-I												
Course Code	BCC-402[T]	n												
	Part A													
Voor	Year 2nd Semester 4th Credits													
1001	Ziiu	Semester	401	Cieuts	4	0	0	4						
Course Type	Theory only	only												
Course Category	Disciplinary Major	nary Major												
Pre-Requisite/s	The Students must compre	Students must comprehend the nature of financial management. Co-Requisite's												
Course Outcomes & Bloom's Level	CO2- Student will be able to CO3- Student will be able to CO4- Student will be able to	o define key financial management concepts like time valu o calculate the time value of money using techniques like to o evaluate the risk-return trade-off associated with differen o analyze financial statements (Income Statement, Balanc o recommend an optimal capital structure considering the i	Vet Present Value (NPV) and Internal Rate of Return (IRR) t investment options. (BL3-Apply) e Sheet. Cash Flow Statement) to assess a company's fin	. (BL2-Understand)										
Coures Elements	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics X Gender X Human Values X Environment X		SDG (Goals)	SDC4(Quality education) SDG8(Decent work and economic growth)										

		Part B	
Modules	Contents	Pedagogy	Hours
1	Nature of Financial Management: Finance and related disciplines; Scope of Financial Management; Profit Maximization, Wealth Maximization - Traditional and Modern Approach; Functions of finance – Finance Decision, Investment Decision, Dividend Decision; Objectives of Financial Management; Organization of finance function.	Interactive Lacture, Experiential Learning	12
2	Concept of Time Value of Money, present value, future value, and annuity- computer exercises using financial formulae in spreadsheets;	Interactive Lacture, Experiential Learning	12
3	Risk & Relum: Historical return, expected return, absolute return, holding period return, annualized return, antimetic & geometric return; Risk - Systematic & unsystematic isk—theris courses and measures; Measures of lotal risk-standard deviation, coefficient of variation. Expected risk and return using probabilities, Unsystematic risk-beta. Calculation of alpha & beta using regression with the help of spreadsheels, long-term investment decisions:	Interactive Lacture, Experiential Learning	12
4	Capital Budgeting - Principles and Techniques: Nature and meaning of capital budgeting; Estimation of relevant cash flows and terminal value; Evaluation techniques - Accounting Rate of Return, Net Present Value, Internal Rate of Return, Net Terminal Value, Profitably Index Method.	Interactive Lacture, Experiential Learning	12
5	Concept and Measurement of Cost of Capital: Explicit and Implicit costs; Measurement of cost of capital; Cost of debt; Cost of perpetual debt; Cost of Equity Share; Cost of Preference Share; Cost of Retained Earning; Computation of over-all cost of capital based on Historical and Market weights;	Interactive Lectures, Case Studies, Experiential Learning	12

1	Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5		Financial Planning and Decision Making for Corporate Investments	PBL	BL4-Analyze	15

Part D(Marks Distribution)

	Theory								
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation				
100	40	40	12	60					
	Practical Practical								
Total Marks	Total Marks Minimum Passing Marks External Evaluation		Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation				
	I								

Part E

Books	Financial Management I.M. Pandey, Vikas Publishing House PVT LTD
Articles	Mirnick, R. H. (1985). Cash budgeting/cash management (Note No. 9A85K036). Retrieved from [URL
References Books	Financial Management, Parsan Chandra, Tata McGraw-Hill Publishing Company Limited
MOOC Courses	https://onlinecourses.nptel.ac.in/noc22_mg86/preview A
Videos	https://www.google.com/gasearch?q=videos%20on%20financial%20management%20in%20english&tbm=&source=sh/x/gs/m2/5#fpstate=ive&vid=cid:1093dc3e,vid:WNm_ez1h7Tc,st0

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3	2	2			-	-	-	-	-	-	-	1	1
CO2	-	1	2	2	-	-	-	-	-	-	-	-	2	1	-
CO3	1	-	1	2			-	-	-	-	-	-	1	2	2
CO4	1	1	3	-	-	-	-	-	-	-	-	-	1	-	3
CO5	1	1	-	2			-	-	-	-	-	-	1	1	3
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



CHAINS BURN													
			Syllabu	s-202	23-2024								
	BComHons												
Title o	f the Course	Financial Management-II											
Cou	irse Code	BCC-501[T]											
Part A													
	Year	3rd	Semester		5th	Credits L 3	T 0	P 0	C 3				
Con	urse Type	Theory only											
Cours	se Category	Disciplinary Major											
Pre-Requisite/s The Students should have a foundational understanding of capital structures, dividend policy decimarkets.					verage analysis, working capital management, and financial	Co-Requisite/s							
CO1- Students will be able to remember financial instruments (both domestic and international) Course Outcomes CO2- Students will be able to understand ividend policy decisions, including the interlevance of it CO3- Students will be able to papp working capital management techniques, such as cash but co4- CO4- Students will be able to analyze various theories and approaches to capital structure, incl CO5- Students will be able to evaluate financial markets, including grand secondary mark					coording to the Modigliani-Miller hypothesis and the relevance of divi eivables management, credit policy, inventory management (briefly), let Income approach, Net Operating Income approach, Modigliani-Mi	idends based on Walter's model and Gordon's model(BL2-Understand), and the determination of the financing mix for working capital.(BL3-Apply	()						
Coure	s Elements	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics X Gender X Human Values X Environment X		SDG3(Good health and well-being) SDG4(Quality education) SDG3(Eccent work and economic growth) SDG10(Reduced inequalities)									
				Part B									
Modules		Conte	nts		Peda	ngogy		Hou	rs				
1	Capital Structures: Approaches to Co Miller (MM) approach, Traditional ap	apital Structure Theories - Net Inc proach	come approach, Net Operating Income approach, Modigliani-	interact	ctive lectures/ case studies/ experiential learning		9						
2	Dividend Policy Decision - Dividend Walter's model, Gordon's model;	and Capital; The irrelevance of d	ividends: General, MM hypothesis; Relevance of dividends:	interact	ctive lectures/ case studies/ experiential learning		9						
3	Leverage Analysis: Operating and Fi	inancial Leverage; EBIT -EPS an	alysis; Combined leverage	interact	tive lectures/ case studies/ experiential learning		9						
Working Capital Management: Management of Cash - Preparation of Cash Budgets (Receipts and Payment Method only); Cash management technique, Receivables Management - Objectives; Credit Policy, Cash Discount, Debtors Outstanding and Analysis; Costs - Collection Cost; Capital Cost, Ediption (Soc User) (Are Propriety Management (Very Briefly) - ABC Analysis Minimum Level; Maximum Level; Recorder Level; Safety Stock; EOQ (Basis Model), Determination of Working Capital. Determining Financing Mix of Working Capital.					; interactive lectures/ case studies/ experiential learning								
5	Financial Markets: overview, types-p domestic and internationals (ADR/G integration with Global financial mark	DR; Euro issues and foreign Bon	arket and capital market, regulators, financial instruments- ds), Private placements, Indian Financial Market and its	interac	ctive lectures/ case studies/ experiential learning		9						

Part	D/Marks	Distribution	ır

Bloom's Level

Hours

	Theory								
Total Marks	Marks Minimum Passing Marks External Evaluation		Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation				
100	40	40	12	60					
	Practical								
Total Marks	I Marks Minimum Passing Marks External Evaluation		Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation				

Part E

Books	Financial Management I.M. Pandey, Vikas Publishing House PVT LTD			
Articles				
References Books Financial Management, Parsan Chandra, Tata McGraw-Hill Publishing Company Limited				
MOOC Courses	https://onlinecourses.nptel.ac.in/noc22_mg68/preview A			
Videos	https://www.google.com/gasearch?q=videos%20on%20financial%20management%20in%20erglish&tbm=&source=sh/x/gs/m215#ffpstate=ive&vld=cid:1093dc3e_vid:WNm_ez1h7Tc,st:0			

COs	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	-	-	1	1	-	-	-	-	-	-	-	-	1	-	2
CO2	1	2	-	1	-	-	-	-	-	-	-	-	1	-	-
CO3	-	-	3	1	-	-	-	-	-	-	-	-	-	-	1
CO4	-	1	2		-	-	-	-	-	-	-	-	-	1	2
CO5	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1
CO6	-		-		-	-	-	-	-	-	-	-	-	-	-



Title of the C	Course	Income Tax law & Practice -I										
Course C	ode	BCC-502[T]										
	Part A											
Year		3rd	Semester	5th	Credits	L T P C 3 0 0 3						
Course Ty	уре	Theory only	eory only									
Course Cate	egory	Disciplinary Major	ciplinary Major									
Pre-Requis	Pre-Requisite/s The Students should have a basic understanding of income tax concepts and definitions. Knowledge of different sources of income such as salaries, house property, business or profession, capital gains, and other sources is necessary for comprehension. Co-Requisite/s											
Course Outc & Bloom's		CO2- Students will be able to exp CO3- Students will be able to app CO4- Students will be able to ana	fine key income tax terms (BL1-Remember) olain the basic principles of income taxation (BL2-Understand) by tax laws and regulations to calculate taxable income for various scenaria slyze the impact of different tax deductions and redits on tax liability flow ulaute the potential tax consequences of business decisions (BL5-Evaluate	Analyze)								
Coures Elements		Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics X Gender X Human Values X Environment X		SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth)							
	Part B											
Modules		C	ontents	Pedagogy								

	Part B										
Modules	Contents	Pedagogy	Hours								
	Income Tax: An introduction and Important Definitions, Agriculture Income, Residence, & Tax Liability (Basis of charge), Exemptions from Tax (Non-Taxable income).	Interactive Lacture, Experiential Learning	9								
2	Income from Salaries, Income from House Property	Interactive Lacture, Experiential Learning	9								
3	Profits and Gains from Business or Profession, (Including Depreciation) Capital Gains.	Interactive Lacture, Experiential Learning	9								
4	Income from other sources, clubbing of incomes & Aggregation of incomes, set off and carry forward of Losses,	Interactive Lacture, Experiential Learning	9								
5	Deductions to be made in computing total income. Calculation of tax liability of individual	Interactive Lacture, Experiential Learning	9								

		Part	С		
	Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
Ę		Tax Planning and Compliance Strategies for Individuals and Businesses	PBL	BL5-Evaluate	15

	Theory									
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					
100	40	40	12	60						
			Practical							
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					

	Part E						
Books	Systematic Approach to Taxation Containing Income Tax & Indirect Taxes : As Applicable for Assessment Year 2022-23 Author: Dr. Girish Ahuja ; Dr. Ravi Gupta						
Articles							
References Books	Income Tax for an Individual Author: H.C. Mahrotra Publisher: SBPD						
MOOC Courses							
Videos	https://www.google.com/gasearch?q=videos%20on%20income%20tax%20planning%20in%20english&tbm=&source=sh/x/qs/m2/5#fpstate=ive&vid=cid:ba3095ee,vid:-QAJJBEQJk0,st:0						

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	2	1	-	-	-	-	-	-	-	-	1	1	3
CO2	2	-	3	1	-	-	-	-	-	-	-	-	-	2	1
CO3	1	-	3	1	-	-	-	-	-	-	-	-	1	2	-
CO4	-	1	1	2	-	-	-	-	-	-	-	-	3	1	-
CO5	1	2	-	2	-	-	-	-	-	-	-	-	1	2	1
CO6	-	-	-		-	-	-	_	-	-					



Title of the Course	Auditing	Ming										
Course Code	BCC-503[T]	03[T]										
Part A												
Year	3rd Semester		5th	Credits	L	T	P	С				
100	0.0	Comoster	out.	ordato	3	0	0	3				
Course Type	Theory only	ry only										
Course Category	Disciplinary Major	olinary Major										
Pre-Requisite/s	The Students should ha	ave a basic understanding of auditing.		Co-Requisite/s								
Course Outcomes & Bloom's Level	CO2- Students will be a CO3- Students will be a CO4- Students will be a	able to understand the audit process, encompassing in able to apply the knowledge about audit procedures, s able to analyze audits of public companies, covering a	nternal control mechanisms, internal checks, and the uch as routine checks, vouching, and assessing the spects like the selection and appointment of auditor	foundational principles and functions within organizations. (BL1-Ren role of internal audit (BL2-Understand) value of assets and liabilities, crucial for ensuring accuracy and trust s, their authorities, responsibilities, and potential liabilities (BL4-Anal s, their authorities, responsibilities, and potential liabilities (BL5-Evs.)	tworthiness in fina	ncial reporting.(BL	3-Apply)					
Coures Elements	Skill Development Entrepreneurship X Employeshility Employeshility Professional Elsins Gender X Human Values X Environment X			SDG4(Quality education) SDG5(Gender equality) SDG5(Gender exputility) SDG5(Decent work and edoco) SDG1(Section of the state of the stat								

	Part B								
Modules	Contents	Pedagogy	Hours						
1	Auditing: Meaning, Objectives, importance and types of Auditing	interactive lectures/ case studies/ experiential learning	9						
2	Audit Process Audit Process-overview, Internal Control, Internal Check & Internal audit, Audit Programmer	interactive lectures/ case studies/ experiential learning	9						
3	Audit Procedure Audit Procedure: Routine Checking, Vouching, Verification & Valuation of Assets & Liabilities	interactive lectures/ case studies/ experiential learning	9						
4	Audit of Public Company Qualification, Appointment of Company Auditors, their power, duties and liabilities. Audit of depreciation and reserves, Divisible Profits& dividends	interactive lectures/ case studies/ experiential learning	9						
5	Audit Report and Investigation Audit Report: Meaning, Objectives, contents and types Investigation: Meaning, Nature and Objectives	interactive lectures/ case studies/ experiential learning	9						

	Part	С		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
3	Conducting an Internal Audit for a Mid-Sized Company	PBL	BL3-Apply	15

	Theory									
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					
100	40	40	12	60						
	Practical									
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					

	Part E							
Books	1. Gupta Kamal, Contemporary Auditing, TMH							
Articles	Bazerman, M. H., Loewenstein, G., & Moore, D. A. (2002, November 1). Why good accountants do bad audits. [Article No. R0211G]. Retrieved from [URL]							
References Books	Audling, Principles & Techniques by S.K Basu							
MOOC Courses	https://www.coursera.org/learn/auditing-part1-conceptual-foundations							
Videos	https://www.google.com/gasearch?q=videos%20cn%20auditing%20in%20english&source=shtx/gs/m2/5#fpstate=ive&vld=cid:a982e8ab.vid:27gabbJQZqc,st:0							

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	-	2	1	1	-	-	-	-	-	-	-	-	1	-	-
CO2	1	2	-	1	-	-	-	-	-	-	-	-	1	-	1
CO3	-	1	3	2	-	-	-	-	-	-	-	-	-	2	1
CO4	1	-	2	1	-	-	-	-	-	-	-	-	1	2	-
CO5	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



Title of the Course	Accounting for Managers	zurting for Managers										
Course Code	BCC-601[T]											
Part A												
Year	3rd	Semester	6th	Credits		T	P	С				
1001	Sid	Selliester	Gai	Ciedita	4	0	0	4				
Course Type	Theory only	only										
Course Category	Disciplinary Major	olinary Major										
Pre-Requisite/s	The Students must underst	and the basics of accounting and its managerial implications.	Co-Requisite/s									
Course Outcomes & Bloom's Level	CO1- The students will analyze the evolution, meaning, objectives, nature, and scope of management accounting, understanding its functions, techniques, and limitations. (BL1-Remember) CO2- The students would demonstrate proficiency in understanding the meaning, objectives, and limitations of funds flow statements, along with the accounting procedures involved in preparing them.(BL2-Understand) CO3- The students will analyze the concepts of accounting for price level changes and valuation of assets, understanding their implications on financial reporting and asset management.(BL3-Apply) CO4- The students will enalyze the concept of standard costing, including its meaning, advantages, limitations, and applications. (BL4-Analyze) CO5- The students will enalyze the concept of standard costing, including its meaning, advantages, limitations of financial statements analysis, including ratio analysis (BL5-Evaluate)											
Coures Elements	Skill Development V Entrepreneurship X Employability V Professional Ethics X Gender X Human Values X Environment X		SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth)								

		Part B					
Modules	Contents	Pedagogy					
1	Management Accounting: evolution, meaning, objectives, nature, scope, functions, techniques and limitations. Financial Statements: - Forms of financial statements, uses, nature, importance, Limitations, approaches and to	Interactive Lacture, Experiential Learning	9				
2	Funds Flow Statement: meaning, objectives, limitations and accounting procedure. Cash Flow Statement: Meaning, objectives, limitations and accounting procedure	Interactive Lacture, Experiential Learning	9				
3	Accounting for Price level Changes and Valuation of Assets.	Interactive Lectures, Case Studies, Experiential Learning	9				
4	Marginal Costing: meaning, advantages, marginal costing and absorption costing. Cost-Profit-Volume Analysis: Break Even Point, Margin of Safety, PV Ratio, Conceptof key factor. Break-Even Chart and its types.	Interactive Lacture, Experiential Learning	9				
5	Standard Costing: Meaning, advantages, limitation, applications, setting of standards, variance analysis, Including material variance, Labour variance and Overhead variance.	Interactive Lacture, Experiential Learning	9				

	Part	С		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
1	Analyze Managerial Accounting Techniques for Business Decision Making	PBL	BL4-Analyze	15

	Theory										
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation						
100	40	40	12	60							
	Practical										
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation						

Part E								
Books	Accounting For Managers-By Dr Sakshi Vasudeva.							
Articles Palegu, K. G. (1990). Note on financial reporting strategy and analysis when managers have proprietary information (Product No. 190188). Retrieved from [URL]								
References Books	Accounting for Managers -By William H Webster.							
MOOC Courses	https://onlinecourses.nptel.ac.in/noc22_mg65/preview							
Videos	https://www.google.com/gasearch?q=videos%20on%20accounting%20for%20managers%20in%20english&source=sh/x/qs/m2/5#pstate=ive&vid=cid:ff03d512,vid:mPbUYaoWa51,st0							

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	2	1	-	-	-	-	-	-	-	-	1	1	1
CO2	2	1	-	1	-	-	-	-	-	-	-	-	2	2	-
CO3	1	2	3	2	-	-	-	-	-	-	-	-	-	1	3
CO4	1	1	2	-	-	-	-	-	-	-	-	-	-	1	2
CO5	1	-	2	2	-	-	-	-	-	-	-	-	1	2	1



BComHons

Title of the Course	Income Tax Law & Practice	e Tax Law & Practice-II										
Course Code	BCC-602[T]											
Part A												
Year	3rd	Semester	6th	Credits	L	T	P	С				
1001	old Company	out .	Ciedits	4	0	0	4					
Course Type	Theory only	only										
Course Category	Disciplinary Major	nary Major										
Pre-Requisite/s	The Students should have	a basic understanding of income tax concepts.		Co-Requisite/s								
Course Outcomes & Bloom's Level	CO2- Students will be able CO3- Students will be able CO4- Students will be able	to recall the concepts of rebate and tax relief and be able to to understand concepts of rebate and tax relief and be able to apply calculations to determine tax liability and complete to analyze the roles and powers of income tax authorities, so to evaluate tax planning approaches by integrating various	to compute the total income of individuals (BL2-Understar income tax returns for individuals. (BL3-Apply) is well as the assessment procedure, to grasp the administ	nd) rative aspects of income tax management.(BL4-Analyze)								
Coures Elements	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics X Gender X Human Values X Environment X		SDG (Goals)	SDG3(Good health and well-being) SDG4(Quality education) SDG8(Becent work and economic growth) SDG10(Reduced inequalities)								

	Part B										
Modules	Contents	Pedagogy									
1	Unit – I Rebate & Relief of Tax, computation of Total income of individuals, computation of Tax liability of individuals. Filling and Filing of return (ITR – I and II)	interactive lectures/ case studies/ experiential learning	12								
2	Assessment of Hindu undivided families, Assessment of firms & Association of persons	interactive lectures/ case studies/ experiential learning	12								
3	Income Tax Authorities & their powers, procedure for assessment,	interactive lectures/ case studies/ experiential learning	12								
4	Deduction of Tax at source (TDS) Advance payment of Tax	interactive lectures/ case studies/ experiential learning	12								
5	Recovery & Refund of Tax, Appeals & Revision, Penalties, Offences & Prosecutions		12								
5	Recovery & Retund of Tax, Appeals & Revision, Penalties, Offences & Prosecutions		12								

5	Tax Planning Strategies for Individuals and Businesses		PBL		BL5-Evaluate	15					
		Part D(Mar	s Distribution)								
	Theory										
Total Marks	Minimum Passing Marks	Min. External Evaluation	Internal Evaluation	Min. Internal Ev	aluation						

Bloom's Level

Hours

Title

Modules

Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					
100	40	40	12	60						
Practical										
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					
			Part F							

	Pall E								
Books	Books Systematic Approach to Taxastion Containing Income Tax & Indirect Taxes : As Applicable for Assessment Year 2022 - 2023 Author: Dr. Girish Ahuja ; Dr. Ravi Gupta Released: 2014 Publisher: Bharat Law House Pvt. Ltd								
Articles									
References Books	Income Tax for an Individual Author: H.C. Maltrotra Publisher: SBPD								
MOOC Courses									
Videos	$https://www.google.com/gasearch?q=videos%20om%20income%20tax%20law%20land%20administration%20of%20indis%20lim%20english&source=shix/gs/m2/5ffpstate=ive&vid=cid=cd249ee1,vid=wEbvTjYQ4hE,st\0.85vuanr=8$								

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	2	-	-	-	-	-	-	-	-	-	2	-	1
CO2	1	2	2	-	-	-	-	-	-	-	-	-	2	-	1
CO3	1	-	3	1	-	-	-	-	-	-	-	-	-	2	1
CO4	1	-	1	2	-	-	-	-	-	-	-	-	-	-	1
CO5	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BComHons

Title of the Course	Corporate Tax	uporate Tax											
Course Code	BCC-603[T]												
Part A													
Year	3rd Semester		6th	Credits	L	Т	P	С					
1001	S.G. GUINGSEI	oai	Ciedito	4	0	0	4						
Course Type	Theory only	ry only											
Course Category	Discipline Electives	ne Electives											
Pre-Requisite/s	A basic understanding	of taxation as a concept is desirable.		Co-Requisite/s									
Course Outcomes & Bloom's Level	CO2- Students will be a CO3- Students will be a CO4- Students will be a CO5- Students will be a	CO1- Students will be able to recall the key tax regulations and principles relevant to corporate tax planning (BL1-Remember) CO2- Students will be able to explain the impact of different corporate structures on tax isability (BL2-Understand) CO3- Students will be able to feeling tax-saving opportunities based on a company's financial statements and business activities (BL3-Appty) CO3- Students will be able to recommend the most tax-efficient strategy for a given business situation, considering legal and ethical implications (BL3-Evaluate) CO3- Students will be able to recommend the most tax-efficient strategy for a given business situation, considering legal and ethical implications (BL3-Evaluate) CO3- Students will be able to develoe a commerchesive concorate tax with the financiars tax is failed by with each efficient to solve and recolution requirements. (BL5-Create)											
Skill Development / Enterprenourship / Enterprenourship / Coures Elements Coures Elements Professional Entics X Gender X Human Values X Environment X			SDG (Goals)	SDG1(No poverty) SDG4(Quality education) SDG4(Quality education) SDG5(Schedre quality) SDG5(Decent work and economic growth) SDG5(Decent work and economic growth) SDG1(2(Responsible consuppion and production) SDG17(Partnerships for the goals)									

Part B

Modules	Contents	Pedagogy	Hours
1	Tax Planning – Meaning, nature and scope; importance of tax planning for corporate sector; difference between tax evasion, tax avoidance, tax planning and tax management; justification of corporate tax planning and management.	Interactive Classes, Case studies, Problem-based learning	12
2	Slab for corporate taxation; computation of corporate tax; set-off and carry forward of loss of specified business referred in section 35 AD; set off and carry forward of loss in case of certain companies; treatment of losses in speculation business.	Interactive Classes, Case studies, Problem-based learning	12
3	Tax planning with reference to financial management decisions – capital structure decisions, dividend policy, bonus share, investments and capital gain; estimated income scheme – section 44 AD and section 44 AE.	Interactive Classes, Case studies, Problem-based learning	12
4	Concept of MAT, provisions and calculations under MAT; Evaluation of VAT in India and its justification, principles, variant and methods of calculating VAT.	Interactive Classes, Case studies, Problem-based learning	12
5	Depreciation – concept, slab for calculation, block of assets and tax planning with reference to depreciation; provisions and reliefs in relation to double taxation, double taxation avoidance agreement with other countries.	Interactive Classes, Case studies, Problem-based learning	12

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
1	Developing a Corporate Tax Planning Strategy to Maximize Tax Efficiency	PBL	BL6-Create	15

Part D(Marks Distribution)

	Theory									
Total Marks	arks Minimum Passing Marks External Evaluation		Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					
100	40	40	12	60						
Practical										
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					

Part E

Books	Singhania, V. K., & Singhania, K. (2019). Students' Guide to Income Tax Including GST (67th ed.), Taxmann Publications.					
Articles	Phillips, J. D. (2003). Comparte lax-planning effectiveness: The role of compensation-based incentives. The Accounting Review, 78(3), 847-874. Cooper, M., & Nyuyer, O. T. (2020). Militational enterprises and corporate karplanning: A review of iterature and suggestions for a future research agends. International Business Review, 29(3), 101692.					
References Books	Gupta, R. (2020). Corporate Tax Planning (8th ed.), McGraw-Hill Education.					
MOOC Courses	https://ugcmoocs.inflibret.ac.in/index.phpicourses/view_ug/329					
Videos	tps://www.youtube.com/watch?v=M6L-BBJ-448pp=ygUTY29ycG9yYXRIIFRheCByYXRiow/%3D%3D					

co	Os	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1		2	-	1	-	-	-	-	-	-	-	-	-	1	2	-
CO2		1	-	1	1	-	-	-	-	-	-	-	-	1	-	2
CO3		2	-	1	1	-	-	-	-	-	-	-	-	-	-	1
CO4			1	-	2	-	-	-	-	-	-	-	-	2	1	-
CO5		2	-	1	1	-	-	-	-	-	-	-	-	-	2	-
CO6		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



RRA Hons

Title of the Course	Econometrics									
Course Code	BMC- 701[T]									
			Part A							
Year	4th Semester 7t		7th	Credits	L	Т	P	С		
Tea.	401	Semester	741	Cieuts	3	0	0	3		
Course Type	Theory only									
Course Category	Disciplinary Major	ry Major								
Pre-Requisite/s	Students should possess	s basic knowledge of mathematics, statistics and economic	s.	Co-Requisite/s Students should have analytical skills						
Course Outcomes & Bloom's Level	CO3- Apply software to p CO4- Analyze heterosce	ms such as econometrics, regression, and hypothesis testi sic statistical concepts and their applications in econometri perform econometric analyses(BL3-Apply) dasticity, autocorrelation, and multicollinearity in regression ate regression models based on criteria such as AIC and BI	models.(BL4-Analyze)							
Coures Elements	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics X Gender X Human Values X Environment X		SDG (Goals)	SDG4(Quality education) SDG12(Responsible consuption and production) SDG17(Partnerships for the goals)						

		Part B					
Modules	Contents	Pedagogy					
1	Introduction to Econometrics- Definition and scope of econometrics, Importance of econometrics in business and economics, Statistical Review, Basic statistical concepts: mean, variance, standard deviation, Probability distributions and their applications.	Interactive Lectures, Case Studies, Experiential Learning	9				
2	Simple Linear Regression: The Simple Linear Regression Model, Concept of regression and correlation, The simple linear regression equation, Assumptions of the classical linear regression model	Interactive Lectures, Case Studies, Experiential Learning	9				
3	Multiple Regression Analysis - Introduction to Multiple Regression, - Extension from simple to multiple regression, - The multiple linear regression model, Assumptions and interpretation. Criteria for model selection: AIC, BIC.	Interactive Lectures, Case Studies, Experiential Learning	9				
4	Multiple Regression Analysis - Introduction to Multiple Regression, - Extension from simple to multiple regression, - The multiple linear regression model, Assumptions and interpretation. Criteria for model selection: AIC, BIC.	Interactive Lectures Case Studies Experiential Learning	9				
5	Applications and Advanced Topics, Time Series Analysis, - Basic concepts: Stationarity, Autocorrelation Function (ACF), Partial Autocorrelation Function (PACF), - ARIMA models: Identification, estimation, and forecasting.	Interactive Lectures, Case Studies, Experiential Learning	9				

	Part	С		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Impact of macroeconomical varaibles on indian stock market	PBL	BL6-Create	15

	Part D(Marks Distribution)									
	Theory									
Total Marks	Minimum Passing Marks External Evaluation		Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					
100	40 60		18	40						
			Practical							
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					

	Part E
Books	Gujarati, D. N., & Porter, D. C. (2020). Basic Econometrics (Sixth edition). McGraw-Hill Education. Wooldridge, J. M. (2019). Introductory Econometrics: A Modern Approach (Seventh edition). Cengage Learning.
Articles	https://www.igi-global.com/chapter/application-of-econometrics-in-business-research/273926
References Books	Kennedy, P. (2008). A Guide to Econometrics (Sixth edition). Wiley. Stock, J. H., & Walson, M. W. (2015). Introduction to Econometrics (Third edition). Pearson
MOOC Courses	Econometrica - Offered by: Indian Institute of Technology Kharagpur SWAYAM - Econometrica](https://swayam.gov.in/hd1_noc20_he40/preview Introduction to Econometrica - Offered by: Indian Institute of Technology Madras SWAYAM - Introduction to Econometrica (https://swayam.gov.in/hd2_upc2).
Videos	NPTEL - Econometrics (https://nptel.ac.in/courses/112/105/112105129/

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	-	-	-	-	-	-	-	-	-	-	1	-	1
CO2	1	2	-	1	-	-	-	-	-	-	-	-	2	1	-
CO3	1	1	-	2	-	-	-	-	-	-	-	-	1	-	1
CO4	2	1	-	1	-	-	-	-	-	-	-	-	1	-	-
CO5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1
000															



				В	BA_Hons					
Title	of the Course	Business for Sustainable	Development							
C	ourse Code	BMC- 702[T]								
					Part A					
	Year	4th	Semester	7th		Credits	L 3	T 0	P 0	C 3
С	Course Type	Theory only								
Cou	urse Category	Disciplinary Major								
Pre	Pre-Requisite/s The students need to have a basic knowledge of business principles, sustainability concepts, a				environmental issues in an economic context.	Co-Requisite/s	Students sh	ould possess	knowledge and	analytical skills
CO1- Students will be able to Define key concepts, principles, ideas and theories within sustain Course Outcomes CO2- Students will be able to Explain how sustainable business development apply no manager CO3- Students will be able to Circially evaluate business cases in visc stainability[LS-LS-CO4-Students will be able to Design solutions for improving sustainability strategies in compan CO4- Students will be able to Select and synthesize information from endired and other relevant				manageme y(BL3-App companie	ent and strategy(BL2-Understand) sly) s(BL4-Analyze)	LS-Evaluate)				
Coures Elements		Skill Development Entrepreneurship Employability Professional Ethics Gender Human Values Environment			SDG (Goals)	SIDG1(No poverty) SIDG2(Zeno huge) SIDG3(Soco huge) SIDG3				
					Part B					
Modules		С	contents			Pedagogy				Hours
1	Introduction to Sustainable Development	nent and SDGs			Interactive Lectures, Case Studies, Experienti	al Learning			9	
2	Corporate Strategy and Sustainable	Business Practices			Interactive Lectures, Case Studies, Experiential Learning					
3	Sustainable Economic Growth and T Opportunities	rade Economic Growth and	its Implications Trade as an Engine of Growth Sustainable Tra	ade and	Interactive Lectures, Case Studies, Experiential Learning					
4	Sustainable Production, Consumptio		mentals and Trends in Sustainable Production and Consumpti	ion	Interactive Lectures Case Studies Experientia	I Learning			9	

- 1									
		Sustainable Production, Consumption, and Infrastructure Fundamentals and Trends in Sustainable Production and Consumption Sustainable Infrastructure Development Sustainable Tourism and Waste Management	Interactive Lectures Case Studies Experiential Learning						
Ī	5	Innovative Approaches to Sustainability Industrial Symbiosis Sustainable Development: Case Studies and Best Practices	nteractive Lectures, Case Studies, Experiential Learning		9				
		Part C							
	Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours				
5		Designing a Sustainable Business Model for a Circular Economy	PBL		15				

	Part D(Marks Distribution)													
	Theory													
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation									
100	40	60	18	40										
	Practical Practical													
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation									

	Part E							
Books	Keijzers, G. (2012). Business, government and sustainable development. Routledge Advances in Management and Business Studies (1st ed.), Routledge.							
Articles	Mio, C., Panfilo, S., & Blundo, B. (2020). Sustainable development goals and the strategic role of business: A systematic literature review. Business strategy and the environment, 29(8), 3220-3245.							
References Books	na, R. R. (2021). Handbook of Sustainable Development: Strategies for Organizational Sustainability. Business Expert Press.							
MOOC Courses								
Videos	https://onlinecourses.nptel.ac.in/noc21_mg94/preview							

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	-	-	-	-	-	-	-	-	-	-	1	-	1
CO2	1	2	-	1	-	-	-	-	-	-	-	-	-	1	-
CO3	1	1	-	2	-	-	-	-	-	-	-	-	1	-	1
CO4	2	1	-	1	-	-	-	-	-	-	-	-	1	-	-
CO5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1
000															



				BBA_H	ons					
Title of the	Course	Financial Accounting								
Course	Code	BMC-102[T]								
				Part	A					
Yea	r	1st	Semester		1st		Cred	its	L T	P C 0 3
Course	Туре	Theory only						ļ.		
Course Ca	itegory	Disciplinary Major								
Pre-Requ	isite/s	Financial accounting in a BBA	programme usually doesn't require specific prerequisites,	, but a basic unde	erstanding of math and business concepts is benef	icial.	Co-Requ	isite/s		
Course Ou & Bloom's		CO2- Student will be able to ex CO3- Students can apply acco CO4- Students will be able to a	emember the basic steps of the accounting cycle. (BL1-R plain the fundamental principles of financial accounting a unting principles to prepare and analyze financial stateme analyze financial statements to assess an organization's five avaluate the ethical considerations in financial accounting	and their applicati ents. (BL3-Apply inancial health a	r) nd performance.(BL4-Analyze)					
Coures El	ements	Skill Development ✓ Entrepreneurship X Employability X Professional Ethics X Gender X Human Values X Environment X			SDG4(Quality education) SDG8(Decent work and economic growth)					
				Part	В					
Modules			Contents			Pedagogy				Hours
1	accounting. Functions, advar basis. The nature of financial realization, accruals, periodic	ntages and limitations of accounting accounting principles-basic conditions, consistency, prudence (conse	counting information and their needs. Qualitative characts g. Branches of accounting. Bases of accounting: cash be cepts and conventions: entity, money measurement, goin rivatism), materiality and full disclosures. Financial accounting in India. Salient features of Accounting Standard (AS): IC	asis and accrual g concern, cost, nting standards:	Interactive Lecture, Experiential Learning					
2	Golden rules of Accounting, F	Recording of Transaction, Ledgers	s, Preparation of Trial Balance and Cash Book		Interactive Lecture, Experiential Learning					
3	Introduction, Nature, and acc	ounting concept of Depreciation a	and AS-6		Interactive Lecture, Experiential Learning					
4	Capital and revenue expendi	tures and receipts, Preparation of	financial statements		Interactive Lecture, Experiential Learning				9	
5	Meaning, entries in the books	s of Consigner and Consignee, Tr	eatment of Commission and Loss of Goods,		Interactive Lecture, Experiential Learning				9	
				Part	С					
Modules			Title		Indicative-ABCA/I Experiments/Field Internships	PBL/ work/		Bloom's Level		Hours
2	Preparing Financial Statement	s for a Small Business	<u> </u>		PBL	BL5-Evaluate		15		
			F	Part D(Marks E	Distribution)					
			T.	Theor						
Total Marks		assing Marks	External Evaluation		Min. External Evaluation	Internal Evaluation	n	Min. Internal Evaluation		
100	40		40	12		60				
1				Practic	ral .					

Internal Evaluation

Min. Internal Evaluation

Books	L.S. Porwal-Accounting Theory-Tata Mc Graw Hill							
Articles Hopwood, A. G. (2000). Understanding financial accounting, Organizations and Society, 25(8), 783-766								
References Books	Weygandt, J. J., Kimmel, P. D., & Kieso, D. E. (2023). Financial accounting: IFRS edition (14th ed.). Wiley.							
MOOC Courses	ps://onlinecourses.nptel.ac.in/noc22_mg83/preview A							
Videos	https://www.oponle.com/pasearch?g=videos%20gn%20financial%20accounting&thm=&source=sh/v/gs/m2/5#finstate=ive&vid=cid:c903a18a vid:Rpa_LlAcileLl.st.0							

	COs	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
C)1	3	1	2	1	-	-	-	-	-	-	-	-	1	-	1
C)2	1	1	-	2	-	-	-	-	-	-	-	-	1	1	-
C	03	3	-	2	-	-	-	-	-	-	-	-	-	2	1	2
C)4	2	1	-	2	-	-	-	-	-	-	-	-	1	-	1
C	05	2	1	1	-	-	-	-	-	-	-	-	-	-	1	-
C	06	-		-		-	-		-		1	1	1	-	-	-



		BB	A_Hons						
Title of the Course	Macro Economics								
Course Code	BMC-203[T]								
		-	Part A						
Year	1st	Semester	2nd		Credits	L T	P 0	C 3	
Course Type	Theory only				"				
Course Category	Disciplinary Major								
Pre-Requisite/s	Daft, R. L. (2022). The leader	ership experience (10th ed.). Cengage Learning. (This leans more towards)	rds leadership aspects of management)	Co	o-Requisite/s				
Course Outcomes & Bloom's Level	CO2- The students will be al CO3- The students will be al CO4- The students will be al	ble to recall the definition of macroeconomics and its distinction from m ble to understand the importance of macroeconomics in understanding ble to apply macroeconomic concepts to analyze real-world economic. ble to analyze the effectiveness of different fiscal and monetary policy to ble to evaluate the effectiveness of various government interventions in	national economies. (BL2-Understand) ituations. (BL3-Apply) pols. (BL4-Analyze)						
Coures Elements	Skill Development V Entrepreneurship X Employability X Professional Ethics X Gender X Human Values X Environment X		SDG4(Quality education) SDG (Goals) SDG4(Decent work and economic growth) SDG10(Reduced inequalities) SDG12(Responsible consuption and production)						
			Part B						
Modules	Co	ntents	Pedagogy						
1 Macro economics- concept Nature,	importance, limitations, differen	nce between micro and macro economics.	interactive lectures, case studies, experiential learning						
National Income - meaning, Definition national income in India.	on, Concept of National Income	e, Methods for measuring national income , Problem of calculating	interactive lectures, case studies, experiential learning						
3 Theories of Wages, Interest and em	ployment.		interactive lectures, case studies, experiential learning						
4 Monitory Theories - supply and dem	nand of theory of money, Price	theory of money, liquidity of theory Money.	interactive lectures, case studies, experiential learning 9						
5 Banking and credit Management - c	commercial banking and credit	control ,central banking system, inflation and deflation of money.	interactive lectures, case studies, experiential learning				9		
		I	Part C						
Modules		Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships		Bloom's Level			lours	
4 Analyzing Macroeconomic Poli	icies and Their Impact on Busin	ness Operations	PBL		BL4-Analyze		15		
		Part D(Ma	rks Distribution)						

Part	Ε

Internal Evaluation

Min. Internal Evaluation

External Evaluation

Minimum Passing Marks

Books	Krugman, P. R., & Obstfeld, M. (2023). Macroeconomics (10th ed.). Pearson.						
Articles Murphy, D. (2014). A brief introduction to macroeconomics							
References Books	archard, O., & Johnson, D. (2022). Macroeconomics (9th ed.). Pearson.						
MOOC Courses	https://www.coursera.org/learn/macroeconomics-for-business-						
Videos	https://www.google.com/gasearch?q=videos%20n%20macro%20economics%20in%20english&source=sh/x/gs/m2/5#ffpstate=ive&vid=cid:48c48f99.yid:3BLZib7stY4o,st:0						

COs	PO1	PO2	PO3	PO4	PO5	P06	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	2	-		-		-	-	-	-		-	1	-	-
CO2	-	1	3	-	-	-	-	-		-	-	-	-	2	1
CO3	1	2	-	3	-		-	-	-	-		-	2	-	1
CO4	1	3	-	1	-	-	-	-		-	-	-	-	1	-
CO5	-	-	1		-		-	-	-	-		-	-	1	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



Syllabus-2023-2024											
BBA_Hons											
Title of the Course		Business Organization									
Course Code		BMC-204[T]									
			Part	A							
Year		1st	Semester	2nd	Credits	L T 3 0	P C 0 3				
Course T	уре	Theory only	Theory only								
Course Cat	egory	Disciplinary Major									
Pre-Requir	site/s	Business organisation in BBA	usually assumes a basic understanding of business concepts and might re	commend introductory courses in business or management.	Co-Requisite/s						
Course Outcomes & Bloom's Level		CO1- Students will be able to explain various forms of business organizations and the responsibilities of business towards society (BL1-Remember) CO2- Students will be able to enable students, understand the formation of a company organization, (BL2-Inderstand) CO2- Students will be able to develop an understanding of the legal aspects of the business (BL3-Appty) CO2- Students will be able to develop an understanding of students regarding sources of france, BL4-Analyze) CO3- Students will be able to make students to understanding of students or understanding of students organized to the object of france (BL4-Analyze) CO3- Students will be able to make students to understand the enterprenental process involving the development of the business model and its execution (BL5-Evaluate)									
Coures Elements		Skill Development ✓ Entrepreneurship X Employability X Professional Ethics ✓ Gender X Human Values X Environment X		SDG (Goals)							
			Part	В							
Modules			Contents	Pe	н	lours					
1	Nature and Scope of Business Responsibilities of Business.	s, Objectives of Business, Class	ification of Business Activities, Business System and Environment, Social	Interactive Lecture, Experiential Learning							
2	Concept and Stages of Promo Sole Trader, Partnership, Join	otion, Position and Functions of It Stock Company and Co-opera	Promoter, Promotion of New Business, Forms of Business Organization - tive Society.	Interactive Lecture, Experiential Learning							
3	Theories of Industrial Location Combination, Merits, Demerits	n, Factors Affecting the Location s and Types of Combination. Na	of Industry, Government Policy towards the Location. Concept of ture, Types and Causes of Business Risks.	Interactive Lecture, Experiential Learning							
4	Functions of Stock Exchanges Regulation and Control of Sto	s, Method of Trading on a Stock ck Exchanges, On-Line Stock T	Exchange, Speculation and Stock Exchange, Factors affecting, rading, Products and Services.	Interactive Lecture, Experiential Learning	9						
5	Entrepreneurial Process, Eme Business Enterprises, Identific	erging trades in Business, Gover cation of Business Opportunity, E	mments support to BPO in India, Basic considerations in setting up a Entrepreneurial Decisions and Outsourcing of Different Types of Services.	Interactive Lecture, Experiential Learning	9						

n	D/8	//arks	D:-	 4:

PBL

BL4-Analyze

Analyzing Organizational Structures and Their Impact on Business Efficiency

Theory										
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					
100	40	40	12	60						
Practical										
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					

Part E

Videos	https://www.google.com/gasearch?q=videcs%20on%20business%20organization%20&tbm=&source=shkrigsim2/5ffpstate=ive&vid=cid:136c516e_vid:TY110UMSpaw.st:0						
MOOC Courses							
References Books	Dessler, G., Cole, C., & Henning, R. (2020). Strategic management: Text and cases (16th ed.). McGraw-Hill Education.						
Articles Brüderl, J., Preisendörfer, P., & Ziegler, R. (1992). Survival chances of newly founded business organizations. American sociological review, 227-242.							
Books	Books David, F. R. (2021). Strategic management: Concepts and cases (16th ed.). Pearson Education Limited.						

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	2	-	2	-		-	-	-	-	-	-	1	2	-
CO2	1	-	1	-	-	-	-	-	-	-	-	-	1	-	1
CO3	1	2	-	-	-		-	-	-	-	-	-	1	1	-
CO4	1	-	1	2	-	-	-	-	-	-	-	-	1	-	2
CO5	1	-	1	2	-		-	-	-	-	-	-	-	1	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BComHons

Title of the Course	Corporate Accounting-I	-											
Course Code	BMC-301[T]												
			Part A										
Year	2nd	Semester	3rd	Credits	L	T	P	С					
1001	Liid	Compact	6.6	oreans	4	0	0	4					
Course Type	Theory only	nly											
Course Category	Disciplinary Major	linary Major											
Pre-Requisite/s	The Students should be fam	niliar with the share market of india and basics of company a	act.	Co-Requisite/s									
Course Outcomes & Bloom's Level	CO2- Students will be able t CO3- Students will be able t CO4- Students will be able t	to recall key accounting terminology and definitions relevant to explain the purpose and implications of the Companies Au to apply accounting standards to record complex transactior to illustrate the components of financial statements to identif to estimate well-supported judgments about a company's fin	ct on corporate accounting practices.(BL2-Understand) ns involving share capital, reserves, and dividends.(BL3-A) fy trends and relationships.(BL4-Analyze)	* **									
Coures Elements	Skill Development ✓ Entrepreneurship X Employability X Professional Ethics X Gender X Human Values X Environment X		SDG (Goals)	SDC4(Quality education) SDG8(Decent work and economic growth) SDG12(Responsible consuption and production)									

Modules	Contents	Pedagogy	Hours
1	Issue and forfeiture of shares; Redemption of Preference Shares; Buy back of Shares.	Interactive Lectures, Case Studies, Experiential Learning	15
2	Valuation of Goodwill; Valuation of Securities; Issue and Redemption of Debentures.	Interactive Lectures, Case Studies, Experiential Learning	15
3	Amalgamation and Internal Reconstruction of Companies as per AS-14.	Interactive Lectures, Case Studies, Experiential Learning	15
4	Holding Companies Accounts; Profit or loss prior and subsequent to incorporation.	Interactive Lectures Case Studies Experiential Learning	15

Part C												
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours								
2	Financial Reporting and Analysis for Corporate Entities	PBL	BL4-Analyze	15								

Theory											
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation						
100	40	40	12	60	0						
	Practical										
Total Marks	s Minimum Passing Marks External Evaluation		Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation						

Parte										
Books	Rajasekaran, V., & Lalitha, R. (2011) Corporate Accounting Pearson Publication									
Articles										
References Books	Hanif, M. Y., & Mukherjee, R. (2019). Advanced Accounting (Xth ed.). Tata McGraw-Hill.									
MOOC Courses										
Videos	https://www.google.com/gassarch?q=videos%20cm%20corporate%20accounting%20ir%20english&source=sh/x/gsimz/S#fpstate=ive&vld=cid-5ad58a11,vid.BP0FaRZG8eo,st0									

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	-	2	-	-	-	-	-	-	-	-	1	2	3
CO2	2	1	1	-	-	-	-	-	-	-	-	-	2	1	-
CO3	-	2	1	2	-	-	-	-	-	-	-	-	1	2	1
CO4	1	3	-	1	-	-	-	-	-	-	-	-	1	1	-
CO5	1	2	1	-	-	-	-	-	-	-	-	-	-	1	1
CO6	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-



Title of the Course	Management Accounting	9										
Course Code	BMC-301[T]											
PartA												
Year	2nd	Semester	3rd	Credits	L	T	P	С				
1001	Liid	Comester		ordata	4	0	0	4				
Course Type	Theory only	only										
Course Category	Disciplinary Major	linary Major										
Pre-Requisite/s	Students should be fam	niliars with basic terms of finance.		Co-Requisite/s	Co-Requisite/s							
Course Outcomes & Bloom's Level	CO2- Students will be a CO3- Students will be a CO4- Students will be a	able to identify and remember different types of costs able to understand their relevance to planning, contra- able to apply costing methods to determine product of able to analyze cost structures and identify areas for able to evaluate the ethical considerations in manage	ol and decision making in an organization.((BL2-U costs and make pricing decisions(BL3-Apply) cost improvement in business operations(BL4-An	nderstand)								
Coures Elements	Skill Development ✓ Entrepreneurship X Employability X Professional Ethics X Gender X Human Values X Environment X		SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG1(Presponsible consuption and production)								

	Pa	art B	
Modules	Contents	Pedagogy	Hours
1	Nature and Function of Accounting: Concept, Nature and Scope of management accounting, Significance and Tools of management accounting. Limitations of management accounting, Management accountant and its functions, Window dressing (ethical issues)	interactive lectures and problem based learning	12
2	Financial Statements: Ratio analysis, Cash flow and Fund flow statement (Analysis of reports)	interactive lectures and problem based learning	12
3	Costing for Management Decision: Marginal costing, Break-even charts, Cost volume profit analysis, Various uses of marginal costing in managerial decisions. Absorption and differential costing.	interactive lectures and problem based learning	12
4	Budgetary Control: Concept, Objective and Functions of budgetary control, Preparation of various functional budgets, Sales budget, Cash budget and Flexible budget, Zero based budgeting, Performance budgeting.	interactive lectures and problem based learning	12
5	Standard Costing: Concept of standard costing, Importance and Limitations of standard costing, Computation of material and labour variances.	interactive lectures and problem based learning	12

	Part	С		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
3	Implementing Management Accounting Tools for Decision Making	PBL	BL3-Apply	15

	Theory											
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation							
100	40	40	12	60								
			Practical									
Total Marks	Minimum Passing Marks External Evaluation		Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation							

· ·	Parte					
Books	Financial Accounting for Management, Ambrish Gupta, Pearson Publication, First Edition, 2009.					
Articles Ahrens, T., & Chapman, C. S. (2007). Management accounting as practice. Accounting, organizations and society, 32(1-2), 1-27.						
References Books	Accounting & Financial Analysis, Management Accounting: SudhindraBhat, Excel books, First Edition, 2009. Financial Statement Analysis, Debarshi Bhattacharyya, Pearson Publication, First Edition, 2011					
MOOC Courses	https://onlinecourses.nptel.ac.in/noc22_mg65/preview					
Videos	https://www.google.com/gasearch?q=videos%20on%20management%20accounting%20in%20english<bm=&source=sh/v/gs/m2/5#fpstate=ive&v/d=cid:ff03d512_vid:mPbUYaoWa5I,st0					

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	-	-	-	-	-	-	-	-	-	-	-	1	-	-
CO2	2	2	3	1	-	-	-	-	-	-	-	-	-	1	-
CO3	2	-	1	3	-	-	-	-	-	-	-	-	1	-	-
CO4	-	2	1	1	-	-	-	-	-	-	-	-	1	-	-
CO5	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BComHons

Title of the Course	Cost Accounting	ast Accounting									
Course Code	BMC-302[T]	ic-302[T]									
Part A											
Year	2nd	Semester	3rd	Credits	L	Т	P	С			
100	Liid	ocinicate.	5.5	oreans	4	0	0	4			
Course Type	Theory only	aory only									
Course Category	Disciplinary Major	ciplinary Major									
Pre-Requisite/s	The Students need a fo	undational understanding of cost.		Co-Requisite/s							
Course Outcomes & Bloom's Level											
Skill Development / Entrepreneurship × Entrepreneurship × Employability / Professional Ethilos × Gender × Human Values × Environment ×		SDG (Goals)	SDG4(Quality education) SDG4(Quality education) SDG12(Responsible consuption and production)								

		Part B					
Modules	Contents	Pedagogy					
1	Cost Accounting: Meaning, nature, scope and limitations; Concept of cost-elements and types; Cost of Material, inventory control techniques. Pricing of issue of inventory/material.	Interactive Lectures, Case Studies, Experiential Learning	12				
2	Labour Cost: Idle time, Overtime, Labour turnover, Labour cost control, incentive wage plans. Overheads: Meaning, Classification, Allocation, Apportionment and Absorption of overheads.	Interactive Lectures, Case Studies, Experiential Learning	12				
3	Unit costing; Operating costing;	Interactive Lectures, Experiential Learning	12				
4	Reconciliation of cost and Financial Accounts and Contract Costing.	Interactive Lectures Case Studies Experiential Learning	12				
5	Process costing excluding equivalent production	Interactive Lectures, Case Studies, Experiential Learning	12				

Modules

Cost Control and Management Strategies for Business Operations

Part	С		
	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
	PBL	BL4-Analyze	15

	Part D(Marks Distribution)										
			Theory								
Total Marks	Minimum Passing Marks External Evaluation		Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation						
100	40	40	12	60							
	Practical Practical										
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation						

	Part E					
Books	Monga, J. R. (2021). Fundamentals of Corporate Accounting (Text and Assignments). Mayur Publications.					
Articles	Articles Hawkins, D. F., & Cohen, J. (2004). Introduction to cost-accounting systems (Case No. 105039). Retrieved from [URL]					
References Books Raman, B.S. (2019). Corporate Accounting. Sahitya Bhawan Publications.						
MOOC Courses	https://www.coursera.org/projects/introduction-cost-accounting					
Videos https://www.google.com/gasearch?q=videos%20on%20cost%20accounting&tbm=&source=sh/v/gs/m2/5#fpstate=ive&vid=cid:64c8b679.vid:Xipb3KDcDCO.st0						

							Co	urse Articulation	Matrix						
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	1	-	3	-	-	-	-	-	-	-	-	1	2	2
CO2	1	-	1	2	-	-	-	-	-	-	-	-	-	2	1
CO3	-	1	2	1	-	-	-	-	-	-	-	-	2	-	1
CO4	2	-	2	1	-	-	-	-	-	-	-	-	2	1	2
CO5	1	2	2	-	-	-	-	-	-	-	-	-	-	1	1
COS	_	_	_	_	_	_	_	_	_	_	_	_	_	_	



	Exception 2017										
			Syllabi	ıs-202	23-2024						
			В	BA_Ho	ns						
Title	e of the Course	Business Ethics									
C	Course Code	BMC-302[T]									
				Part A							
	Year	2nd	Semester		3rd		Credits	L T	P C 0 3		
C	Course Type	Theory only	I								
Cor	urse Category	Disciplinary Major									
Pre-Requisite/s The Students will gain an understanding of business ethics, including ethical principles such international context.					m, rights, justice, and virtue ethics, and their application in the		Co-Requisite/s				
CO1- Student will be able to recall the major ethical theories and principles (BL1-Remember CO2- Student will be able to explain the ethical principles underlying business decisions (BL Bloom's Level CO3- Student will be able to demonstrate ethical reasoning in hypothecial business situations and the student will be able to Analyze the ethical dimensions of corporate policies and practic CO3- Student will be able to Assess the ethical performance of comparise based on their co					r) yze)						
Skill Development / Enterpreneurship X Employedhip X Employedhip X Professional Ethics -/ Gender -/ Human Values -/ Environment X					SDG (Goals) SDG4(Quality education) SDG8(Decent work and economic growth)						
	1			Part B							
Modules		Contents			Pedago	ogy			Hours		
1	social cost and benefits, Rights and o alternative to moral principles: virtue	duties, Justice and fairness, The ethi ethics, Morality in international conte ors for measuring business social pe	ss. Ethical principles in business: Utilitarianism: weighing iss of care, Integrating utility, rights, justice and caring, An axt, Moral issues in business: Worker's and employee's rights erformance, Reporting social responsibility measures in	s Interactive Lectures, Case Studies, Experiential Learning							
2			overnance standards, Features of good governance, Kumar rporate governance abuses, Role played by regulators to	Interactive Lectures, Case Studies, Experiential Learning							
3	Committees appointed by Board, Rol	le of Board, Executive, Non- Executi ance of board director, Role of audito	side Directors on the board (independent, nominee) ve, directors and financial institutions in enhancing corporate ors in enhancing corporate governance-duties and	Interactive Lectures, Case Studies, Experiential Learning							
4	The CEO -CEO selection, turnover, s CEO. Selection, Turnover, and Succe Communication in Corporate Govern	ession, CEO Duality, Compensation,	the ability of the Board and/or shareholders to monitor the Top Management Teams, Monitoring the CEO, Power and	Interact	ive Lectures, Case Studies, Experiential Learning			9			
5	Shareholders - Shareholder activism relational investing, investor relations	and institutional investors. Role of s , proxies.	hareholders in corporate governance, Pension funds,	Interact	ive Lectures, Case Studies, Experiential Learning			9			
				Part C							
Modules		т	itle		Indicative-ABCA/PBL/ Experiments/Field work/ Internships		Bloom's Level		Hours		
3	Ethical Dilemmas in Business:	Case Studies and Ethical Decision I	Making	Р	BL		BL4-Analyze	15			
			5 +545	. 5:	17.5						
			Part D(M	Theory	subution)						
1											

	Part	F
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Books	An introduction of Business Ethics Dr. R.B Gupta, Dr. K S Khanka, Sultan Chand and Sons, New Delhi.
Articles Weitzner, D. (2022, January 1). Three ways companies are getting ethics wrong. [Article No. SMR64235]. Retrieved from [URL]	
References Books	Basics of Business Ethics Sixth Edition by Robert RozerHisrich, Michael P Peters, Dean A Shepherd, Tata McGraw Hill Education, Private Ltd., New Delhi - Business Ethics, Dr.PK Sharma, Edition 2012.
MOOC Courses	https://www.coursera.org/learn/success-with-integrity-business-ethics-foundation/fmodules
Videos	https://www.google.com/gasearch?gevideps%20po%20business%20jethics%20jin%20epolish&source=sht/z/gs/m2/5#ffpstate=ive&vld=cid+2862e396 vid+34j8dwKC7TF sht 0

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	2	-	1	-	-	-	-	-	-	-	-	1	1	1
CO2	2	-	2	1	-	-	-	-	-	-	-	-	2	-	2
CO3	-	2	3	1	-	-	-	-	-	-	-	-	1	2	1
CO4	1	1	-	2	-	-	-	-	-	-	-	-	-	1	1
CO5	1	2	-	2	-	-	-	-	-	-	-	-	-	2	1
coe															



Title of the Course	Legal Aspect of Business -	Aspect of Business -II										
Course Code	BMC-303[T]											
Part A												
Year	2nd	L	T	P	С							
1001	2110	Semester	3rd	Credits	3	0	0	3				
Course Type	Theory only	only										
Course Category	Discipline Core	iline Core										
Pre-Requisite/s	The students should be fa	miliar with the basics of Company Law		Co-Requisite/s								
Course Outcomes & Bloom's Level												
Skill Development / Entrepreneurship X Entrepreneurship X Entrepreneurship X Entrepreneurship V Professional Ethics X Gender X Human Values / Environment /			SDG (Goals)	SDGB(Decent work and according growth) SDGB(decent work and second in growth) SDGB(decent work and strong Institutions)								

		Part B	
Modules	Contents	Pedagogy	Hours
UNIT-1	Introduction: Development of company law, Objectives of company law, Kinds of companies, Advantages, Management and Administration of companies	interactive lectures, case studies, experiential learning	9
UNIT-2	Formation of a Company, Meaning of formation of a company, Stages in formation of a company, Promotion of a company, Registration and incorporation of a company, Certificate of incorporation of a company, Certificate of incorporation of a commencement of business, Promoters-Company promoters, Legal position of a promoters, Functions of promoters, Remuneration of promotes, Duties and Obligations of promoters and labilities of promoters.	interactive lectures, case studies, experiential learning	9
UNIT-3	Memorandum of Association: Form of memorandum of association, Clauses of memorandum of association, Alteration of memorandum of association and Articles of association.	interactive lectures, case studies, experiential learning	9
UNIT-4	Prospectus of a Company: Definition of prospectus, Legal rules relating to the issue of prospectus. Share and Share capital, borrowing powers.	interactive lectures, case studies, experiential learning	9
UNIT-5	Winding up of a Company: Prevention of oppression and Mis-management, Provisions regarding winding up of a company.	interactive lectures, case studies, experiential learning	9

	Part C											
	Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours							
4		Students will create a detailed plan to form and incorporate a new company, including drafting the Memorandum and Articles of Association, fulfilling legal requirements, and completing all necessary documentation.	PBL	BL6-Create	15							

	Theory										
Total Marks Minimum Passing Marks		External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation						
100	40	40	12	60							
	Practical Practical										
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation						

Part E									
Books	An introduction of company laws Dr. S. B. Gupta, Dr. S. S. Khanka, Sultan Chand and Sons, New Delhi. Corporate Laws Dr. S. S. Khanka, Revised Edition 2012, S. Chand and Company Ltd., New Delhi								
Articles Bhattachanyya, A., & Rahman, M. L. (2019). Mandatory CSR expenditure and firm performance. Journal of Contemporary Accounting & Economics, 15(3), 100163.									
References Books	Basics of Company Law Sixth Edition by Robert D Hisrich, Michael P Peters, Dean A Shepherd, Tata McGraw Hill Education, Private Ltd., New Delhi								
MOOC Courses									
Videos	https://www.youtube.com/watch?v=gt_2Ld7RfyDA								

Course Articulation Matrix															
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	-	1	-	3	-	1	-	-	-	-	1	-	1
CO2	1	2	-	1	-	-	-	1	-	-	-	-	-	1	1
CO3	1	-	1	-	-	1	1	2	-	-	-	-	1	-	-
CO4	1	-	2	1	-	1	2	-	-	-	-	-	1	-	2
CO5	1	2	-	2	-	-	-	1	-	-	-	-	-	1	1
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



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Title of the Course	Business Research	ness Research										
Course Code	BMC-401[T]	ong										
Part A												
Year	2nd	Semester	4th	Credits	L	T	P	С				
i cui	Lind	Comosto	- Credits		3	0	0	3				
Course Type	Theory only	only										
Course Category	Disciplinary Major	ipinary Major										
Pre-Requisite/s	The students should come	prepared with provided handouts and subject matter.		Co-Requisite/s								
Course Outcomes & Bloom's Level												
Skill Development Enterpreneurship X Employability X Professional Ethics X Gender X Human Values X Environment X			SDG (Goals)	SDG1(No poverty) SDG4(Quality reducation) SDG1(Quality reducation) SDG12(Responsible consuption and production) SDG13(Climate action)								

Modules	Contents	Pedagogy	Hours
1	Nature and Scope of Business Research - Role of Business Research in decision making. Applications of Business Research- marketing research; The Research process. Sleps in the research process; the research proposal, Problem Formulation: Management decision problem Vs Business Research problem.	Interactive lectures and case studies and problem based learning	9
2	Research Design: Exploratory, Descriptive and Causal. Secondary Data Research: Advantages & Disadvantages of Secondary Data, Criteria for evaluating secondary sources, secondary sources of data in Indian Context, Syndicated Research (in India)	Interactive lectures and case studies and problem based learning	9
3	Primary Data Collection: Survey Vs Observations. Comparison of self administered, telephone, mail, emails techniques. Qualitative Research Tools: Depth Interviews focus groups and projective techniques.	Interactive lectures and case studies and problem based learning	9
4	Measurement & Scaling: Primary scales of Measurement-Nominal, Ordinal, and Interval & Ratio. Scaling techniques-paired comparison, rank order, constant sum, semantic differential, itemized ratings, Likert Scale; Questionnaire-form & design, Sampling: Sampling techniques, determination of sample size.	Interactive lectures and case studies and problem based learning	9
5	Data Analysis: (Prior knowledge of descriptive statistics and univariate analysis, simple correlation and regression assumed); Z test (mean, diff. of mean, diff. of proportion) t test (mean), paired t test, Chi square test	Interactive lectures and case studies and problem based learning	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Market Research and Strategy Development for a New Product Launch	PBL	BL5-Evaluate	15

Part D(Marks Distribution)

Theory										
Total Marks Minimum Passing Marks		External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					
100	40	40	12	60						
Practical Practical										
Total Marks	Total Marks Minimum Passing Marks		Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					

Part E

Books	Donald R. Cooper, Pamela S. Schindler McGraw-Hill Irwin, 2006				
Articles	Lee, N. (2008). Doing business research: a guide to theory and practice.				
References Books	- William Zikmund, Barry Babin, Jon Carr, Mitch Griffin Cengage Learning, - Joseph F. Hair, Mary Wolfinbarger Celsi, Arthur H. Money, Phillip Samouel, Michael J. Page M.E. Sharpe				
MOOC Courses	https://ugcmoocs.inflibret.ac.in/index.php/courses/view_ug/330				
Videos	ns://www.google.com/gasearch/q=videos%20on%20businees%20research%20in%20english&thm=&source=sh/x/gp/n2/5#fpstate=ive&v/d=cid.th607567,vid.Dy8[U7aD9Y],st0				

Course Articulation Matrix

	COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
C	:01	2		-		-	-	-	-	-	-	-	-	-	2	1
C	:02	-	2	3	3	-	-	-	-	-	-	-	-	2	-	2
C	:03	2		3		-	-	-	-	-	-	-	-	-	1	1
C	:04	-	2	1	1	-	-	-	-	-	-	-	-	-	2	1
C	:05		1	-	1	-	-	-	-	-	-	-	-	2	1	-
C	:06	-	-	-	-	-	-	-	-	-	-	-	-		-	-



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Title of the Course	Production and Operation N	Management									
Course Code	BMC-403[T]	.03П									
Part A											
Year	2nd	Semester	4th	Credits	L	Т	P	С			
1001	Ziiu	Semester	401	Cieuts	4	0	0	4			
Course Type	Theory only	only									
Course Category	Disciplinary Major	plinary Major									
Pre-Requisite/s	A fundamental understanding	ng on importance of process management is desirable.		Co-Requisite/s							
Course Outcomes & Bloom's Level	CO3- Student will be able to CO4- Student will be able to	CO1- Student will be able to define and recall essential production and operation management terms such as JIT (Just-In-Time), TOM (Total Quality Management), and bottleneck. (BL1-Remember) CO2- Student will be able to explain the principles of demand forecasting and its role in production planning, (BL2-Understand) CO3- Student will be able to apply forecasting techniques to analyze and predict future demand for products or services (BL3-Appty) CO4- Student will be able to analyze the efficiency and effectiveness of production operations, identifying areas for improvement, (BL4-Analyze) CO5- Student will be able to assess and compare key preformance metrics to evaluate the souccess of production and operation management strategies, (BL5-Evaluate)									
Coures Elements	Skill Development J Entreprenuensip X Entreprenuensip X Employabilty X Professional Entire X Gendet X Human Values X Environment X			SDC4(Quality education) SDG12(Responsible consuption and production)							

	Part B									
Modules	Contents	Pedagogy	Hours							
1	Introduction to Production & Operations Management: Definition, need, responsibilities, key decisions of OM, goods vs. services. Operations as a key funct lonal area in an organisation. Operation Strategies—Definition, relevance, strategy formulation process, order qualifying and order winning attribute (MTBF, MTR) and availability). Lean production. Definition of lean production, lean Demand Pull logic, waste in operations, elements that address elimination of vasite, 2 cand strabam Production Control system.	interactive lectures, case studies and problem based learning	12							
2	Forecasting-Definition, bytes, qualitative (grass roots, market research and Delphi method) and quantitative approach (simple moving average method, weighted moving average and single exponential amonthing method), forecast error, MAD. Scheduling: Operation scheduling, goals of short term scheduling, job sequencing (FCFS, SPT, EDD, LPT, and CR) & Johnson's rule on two machines, Gantt charts.	interactive loctures, case studies and problem based learning	12							
3	Process Selection: Definition, Characteristics that inflaence the choice of alternative processes (volume and variety), type of processes—job hop, bath, mass and continuous, product-process design, flexible manufacturing continuous, product-process design flexible manufacturing (size in process design, flexible manufacturing systems (FMS), and computer integrated manufacturing (CRM). Assembly line balancing by using LOT rule; Location Decisions & Models: Facility Location - Objective, factors that influence location decision, Location evaluation methods: Factor rating method. Capacity Planning: Definition, measures of capacity (input and output), types of planning over time horizon. Decision three sanalysis	interactive lectures, case studies and problem based learning	12							
4	Aggregate Planning: Definition, nature, strategies of aggregate planning, methods of aggregate planning (level plan, chase plan and mixed plan, keeping in mind demand, workforce and average inventory). Statistical Quality control: Variations in process (common & assignable causes), control charts.	interactive lectures, case studies and problem based learning	12							
5	Queuing Theory: Poisson- Exponential Single Server Model with Infinite Population. (question based on M/M/1),M/M/C: Variable measures (mean and range chart), Attribute measures (proportion of defects and no. of defects) using control tables	interactive lectures, case studies and problem based learning	12							

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
3	Optimizing Supply Chain Processes for Cost Efficiency and Customer Satisfaction	PBL	BL4-Analyze	15

	Part D(Marks Distribution)										
	Theory										
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation						
100	40 40		12	60							
			Practical								
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation						

	Part E				
Books	B. Mahadevan (2007), Operations Management: Theory and Practice, Pearson Education, India, Second Edition.				
Articles Zhou, L., Jiang, Z., Geng, N., Niu, Y., Qui, F., Liu, K., & Qi, N. (2022). Production and operations management for intelligent manufacturing: A systematic literature review. International Journal of Production Research, 60(2), 808-846.					
References Books Operations Management for Competitive Advantage, Tata McGraw-Hill Publishing Company Limited, Eleventh Edition					
MOOC Courses	https://www.udemy.com/course/production-and-operations-management/?couponCode=LEADERSALE24A				
Videos	https://www.google.com/gasearch?q=videos%20on%20production%20and%20operations%20in%20management%20in%20english&itbm=&source=shiv/gs/m2/5#fpstate=ive&vld=cid-daa38c89,vid-fmT_[QdbSU,st:0				

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	-	-	-	-	-	-	-	-	-	-	-	2	-	1
CO2	2	2	-	3	-	-	-	-	-	-	-	-	-	2	1
CO3	2	-	3	3	-	-	-	-	-	-	-	-	2	-	1
CO4	-	2	1	1	-	-	-	-	-	-	-	-	1	-	1
CO5	-	1	-	1	-	-	-	-	-	-	-	-	1	1	1
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



Title of the Course	Banking Law and Prac	ctice										
Course Code	BMC-601 [T]											
PartA												
Year	3rd	Semester	6th	Credits	L	Т	P	C				
1001	Sid	Semester	out	Credits	3	0	0	3				
Course Type	Theory only	ory only										
Course Category	Discipline Core	pline Core										
Pre-Requisite/s	Students should be fa	miliars with basic terms of law.		Co-Requisite/s								
Course Outcomes & Bloom's Level	CO2- Students will be CO3- Students will be	able to understanding of the framework of regulationable to explain the legal regulations governing bans able to apply banking laws and regulations to analys able to analyze the impact of changes in banking able to evaluate the level of compliance with banking	king operations, including banking laws, regulations, including spenarios and call banking scenarios and call banking spenarios.	se studies.(BL3-Apply)								
Coures Elements	Skill Development Entrepreneurship Employability Professional Ethics Gender Human Values Environment X		SDG (Goals)	SDG8(Decent work and economic growth) SDG12(Responsible consuption and production)								

	Part B									
Modules	Contents	Pedagogy	Hours							
UNIT-1	Introduction: Origin, Definitions, Functions of banks, Classification of banks, Development and Organisational Structure of banks, Challenges for Indian banking industry. Functions / Services and Principles of commercial banks.	interactive lectures, case studies, experiential learning	9							
UNIT-2	RBI and Banking Regulation Act: Reserve Bank of India - Organisation, Functions and Appraisal, Powers of the Reserve bank and Nomination of deposit accounts and lockers. Scheme of the banking regulation act, Application of the act general provisions, management and control, loars and advances, Assets of a banking company.	interactive lectures, case studies, experiential learning	9							
UNIT-3	Banker and Customers Satisfaction: Meaning of banker and customer, Relationship between banker and customer, Obligations of banker, Banker's duty to maintain secreey of the customer's account and Rights of the banker. Customers satisfaction and its practices.	interactive lectures, case studies, experiential learning	9							
UNIT-4	Accounts of Customers: Various types of deposit accounts - Opening and operation, Deposit schemes, insurance of bank deposits and Steps for improving customer service in banks. Evaluation of customers satisfaction, Problems phased by the customers and suggestion for improvements.	interactive lectures, case studies, experiential learning	9							
UNIT-5	Bank Credit and Policy: Dehejia Committee Report, 1969, Tandan Committee Report, 1975, Chore Committee Report, 1980, Marathe Committee Report, 1984, Recent RBI guidelines regarding bank credit.	interactive lectures, case studies, experiential learning	9							

	Par	t C		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Develop a set of ethical banking policies and guidelines for a financial institution, considering principles of transparency, integrity, and customer protection.	PBL	BL6-Create	15

	Part D(Marks Distribution)									
	Theory									
Total Marks	Minimum Passing Marks	External Evaluation Min. External Evaluation		Internal Evaluation	Min. Internal Evaluation					
100	40	40	12	60						
			Practical							
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					

Part E								
Books	Books Mishkin, F. S., & Eakins, S. G. (2015). Financial markets and institutions. Pearson.							
Articles Manish, G. P., & O'Reilly, C. (2019). Banking regulation, regulatory capture and inequality. Public Choice, 180(1), 145-164.								
References Books Singh, S. (2016). Banking Law and Practices. Pearson.								
MOOC Courses								
Videos								

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-		-	-	-	-	-	-	-	1	-
CO2	-	1	2	-	-	-	-	-	-	-	-	-	1	-	-
CO3	-	-	2	-	-		-	-	-	-	-	-	-	1	-
CO4	1	-	-	2	-	-	-	-	-	-	-	-	-	1	-
CO5	-	1	-	-	-		-	-	-	-	-	-	1	-	-
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				ВЕ	BA_Hons					
Title o	f the Course	Insurance Management								
Co	urse Code	BMC-602 [T]								
	Part A									
	Year	3rd	Semester	6th		Credits	L	T	P	С
	tear	Semester ou		OUT		Credits	3	0	0	3
Course Type Theory only							•	•	•	
Cour	se Category	Discipline Core								
Pre-Requisite/s A basic idea of insurance as a risk management tool is desirable.						Co-Requisite/s				
CO1- Students will be able to Explain fundamental concepts of insurance; Communicate insurar CO2: Students will be able to explain the fundamental concepts and surplice of insurance, includes of insurance, includes of insurance, includes the control of the cont					ling risk pooling, indemnity, insurable intere risks through insurance solutions. (BL3-Ap the market, including life insurance, proper	ply) tv insurance, health insurance, and liability insurance.(BL4-Analyze)				
Cour	es Elements	Skill Development J Entepreneurship X Entepreneurship X Employability Professional Ethics X Gender X Human Values X Environment X			SDG1(No poverty) SDG3(Good health and well-being) SDG3(Good health and well-being) SDG3(Decent work and economic growth) SDG11(Sustainable cities and economies)					
					Part B					
Modules			Contents			Pedagogy				Hours
UNIT-1	Nature of Insurance: Origin and Devinsurance, Functions of insurance, I	elopment of insurance, Es mportance of insurance an	sential elements necessary for insurance, Scope of insurance d Types of insurance.	ce, Nature of	interactive lectures, case studies, experie	ential learning			9	
UNIT-2	Organization of Insurance: Organizationsurance.	tion of insurance, Insurance	e organization in India, Role of insurance, Risk managemen	nt and	interactive lectures, case studies, experiential learning					
UNIT-3	Insurance Contract: Meaning of insubetween insurance contract and ger	rance contract, Principles eral contract, Difference b	of insurance contract, over insurance and under insurance, etween contract of indemnity and life insurance contract.	Difference	e interactive lectures, case studies, experiential learning					
UNIT-4	Insurance Legislation in India: A brie insurance industry and Insurance in ULIP Policies	f history of insurance legisl India. Product – Traditiona	ation in India, The Insurance act, 1938 with important provis I and ULIP Cost Structure of life insurance policies, calculat	sions, Indian ion of unit for	interactive lectures, case studies, experie	ential learning			9	

ief	regarding amended provisions.							
	Pari	t C						
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours				
5	Conduct a comparative analysis of different insurance products and providers in the market, evaluating their features, benefits,	PBL	BL5-Evaluate	15				

	Part D(Marks Distribution)								
	Theory								
Total Marks Minimum Passing Marks		External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation				
100	40	40	12	60					
	Practical								
Total Marks Minimum Passing Marks		External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation				

	Part E					
Books Rejda, G. E., & McNamara, M. J. (2018). Principles of Risk Management and Insurance. Pearson.						
Articles	Adeoye, A. O. (2019). COMPENSATION MANAGEMENT AND EMPLOYEES'MOTIVATION IN THE INSURANCE SECTOR: EVIDENCE FROM NIGERIA. Facta universitatis-economics and organization, 16(1), 31-47.					
References Books	Rejda, G. E., & McNamara, M. J. (2018). Principles of risk management and insurance. Pearson.					
MOOC Courses						
Videos						

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	-	-	-	1	-	1
CO2	1	-	1	-	-	-	-	-	-	-	-	-	-	2	-
CO3	-	1	-	-	-	-	-	-	-	-	-	-	1	-	2
CO4	1	-	1	2	-	-	-	-	-	-	-	-	1	-	1
CO5	-	1	2	-	-	-	-	-	-	-	-	-	-	1	1
CO6	-	-	_	-	-	-	_	_	-	-	-	-	-	-	_



Title of the Course	Multivariate Analysi	alysis							
Course Code	BMC-801 [T]								

Year	4th	Semester	8th	Credite	L	T	P	С	
1001	401	School	out.	ordans	3	0	0	3	
Course Type	Theory only	•	•		*				
Course Category	Disciplinary Major								
Pre-Requisite/s	Students should po	ssess knowledge of statistics and mathematic	S	Co-Requisite/s	Students should possess analytical and decision making				
	CO2- Understand t	he purpose and process of Principal Compone triate Analysis of Variance (MANOVA) to test d	nt Analysis (PCA).(BL2-Understand)						
Coures Elements	Skill Development Entrepreneurship > Employability ✓ Professional Ethics Gender X Human Values X Environment X	(SDG (Goals)	SDG4(Quality education)					

		Part B	
Modules	Contents	Pedagogy	Hours
1	Introduction to Multivariate Analysis: Introduction and Overview, Definition and scope of multivariate analysis, Importance in business and management, Multivariate Data Types of multivariate data, Data collection and preparation, Measures of central tendency and dispersion	Interactive Lectures, Case Studies, Experiential Learning	9
2	Key Multivariate Techniques: Principal Component Analysis (PCA), Purpose and concept of PCA, - Interpretation of principal components in business context, Factor Analysis, Basic concepts and applications in market research, Factor rotation and interpretation, Custer Analysis, Market segmentation using clustering	Interactive Lectures, Case Studies, Experiential Learning	9
3	Advanced Multivariate Techniques: Canonical Correlation Analysis (CCA), Understanding relationships between two sets of variables, Business applications, Multivariate Analysis of Variance (MANOVA), Testing differences in business outcomes across groups	Interactive Lectures, Case Studies, Experiential Learning	9
4	Applications in experimental and survey data, Multidimensional Scaling (MDS), Perceptual mapping in marketing, Applications in brand positioning, Structural Equation Modeling (SEM), Basics of SEM, Applications in business research and strategy	Interactive Lectures Case Studies Experiential Learning	9
5	Implementation of Artificial Intelligence in Multivariate Analysis: Integration of AI with multivariate methods, Machine Learning Algorithms for Business Data, Supervised learning (e.g., regression, classification), Unsupervised learning (e.g., clustering, dimensionality reduction.	Interactive Lectures, Case Studies, Experiential Learning	9

	Part C								
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours					
5	Market Segmentation Analysis for a Retail Chain	PBL	BL5-Evaluate	15					

	Part D(Marks Distribution)									
	Theory									
Total Marks Minimum Passing Marks		External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					
100	40	60 18		40						
Practical										
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					

	Part E									
Books Levin, R. I., Rubin, D. S., Rastogi, S., & Siddiqui, M. H. (2020). "Statistics for Management" (8th ed.). Pearson Education India. Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2018). "Multivariate Data Analysis" (8th ed.). Pearson.										
Articles Provost, F., & Fawcett, T. (2013). "Data Science for Business: What You Need to Know About Data Mining and Data-Analytic Thinking". O'Reilly Media.										
References Books Johnson, R. A., & Wichem, D. W. (2019). *Applied Multivariate Statistical Analysis* (6th ed.). Pearson. Anderson, T. W. (2003). *An Introduction to Multivariate Statistical Analysis* (3th ed.). Wiley.										
MOOC Courses	Multivariate Procedures with RI(https://onlinecourses.nptel.ac.in/noc24_mg03/preview Applied Multivariate Statistical Modeling)(https://onlinecourses.nptel.ac.in/noc21_mg27/preview									
Videos	[[https://archive.nptel.ac.in/courses/110/104/110104045/									

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	1	-	1	-	1	-	-	-	-	-	1	-	1
CO2	1	2	-	1	-	1	-	-	-	-	-	-	-	1	-
CO3	1	1	-	2	1	-	-	-	-	-	-	-	1	-	1
CO4	2	1	-	1	-	-	-	1	-	-	-	-	1	-	-
CO5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1
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Title of the Course	Investment Analysis and Pe	ortfolio Management								
Course Code	BMEC-501 FM[T]	Doub.								
			Part A							
Year	3rd	Semester	5th	Credits	L	T	P	С		
100	010	Stillester		Sidaks	4	0	0	4		
Course Type	Theory only	У								
Course Category	Discipline Specific Elective									
Pre-Requisite/s	A bird's eye view on the ba	sic concepts of investment and financial markets is desirable	в.	Co-Requisite/s						
Course Outcomes & Bloom's Level	CO2- Students will be able CO3- Students will be able CO4- Students will be able	to understand the basic concept of Portfolio Management. (I to explain the relationship between risk and return in invests to calculate basic risk and return measures for individual as to evaluate the performance of a portfolio using different pe to recommend investment strategies based on current mari	ment decisions and how portfolio theory helps manage this sets and construct a simple portfolio based on investment rformance metrics identify potential areas for improvement	objectives and risk tolerance (BL3-Apply)						
Coures Elements	Skill Development ✓ Entrepreneurship X Employability X Professional Ethics X Gender X Human Values X Environment X		SDG (Goals)	SDG1(No poverty) SDG3(Goot health and well-being) SDG4(Quality education) SDG4(Quality education) SDG8(Decent work and economic growth) SDG1(Reduced inequalities) SDG12(Responsible consulption and production) SDG13(Climate action) SDG13(Climate action) SDG13(Climate action)						

	Par	t B	
Modules	Contents	Pedagogy	Hours
1	Investment- meaning, nature & types, investment and it specialization, investment avenues, investment framework in india.	interactive lectures and case studies	12
2	Basics of Bond, YTM, Bond Theorems, Yield curve; Interest Rale Risk: Duration and Modified Duration; Bond Strategies – Passive and Active; financial analysis of an inclusity, Company analysis: Detailed financial islatement analysis form Investment decision perspective; Share valuation: Dividend discount models: constant growth & two stage growth model, there stage growth model (H model); Relative valuation models using PET ratio (Book, value to market value).	Interactive lectures, problem based fearning	12
3	Portfolio analysis: Portfolio risk and return, Markowitz portfolio model: 2 asset portfolio, concept of efficient frontier & Optimum portfolio, Single index model: concept of beta systematic and unsystematic risk, Capital asset pricing model (CAPM): CML and SML and application of CAPM.	Interactive lectures, problem based learning	12
4	Asset allocation: Asset allocation pyramid, investor life cycle approach, Portfolio management services: Passive - Index funds, systematic investment plans. Active - market timing, syfe investing: Portfolio Revision & Evaluation: Evaluation of Portfolio: Sharpe's Treynor's & Jenesen's measures, PAIAM Model, Mutual Funds Performance Evaluation	Interactive lectures, problem based learning	12
5	Introduction to efficient market hypothesis and basis of security analysis. Approaches to Securities Analysis: Fundamental analysis Meaning, assumptions and EIC framework, Economy analysis: Leading larging & coincident macroeconomic incidence, Expected direction of movement of stock prices with macroeconomic variables in the Indian context; Industry analysis: Classification of industries in rinda, Modes of industry analysis stages of the cycle, cortest leve forces, SWOYT analysis. Externelates concepts of fundamental or industries of the control of the co	Interactive lectures, problem based learning	12

	Part	1C		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
3	Portfolio Optimization Strategies for Wealth Management	PBL	BL3-Apply	15

	Part D(Marks Distribution)									
	Theory									
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					
100	40	40	12	60						
			Practical							
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					

	Part E
Books	Prasanna Chandra, Investment Analysis & Portfolio Management, 8th Edition, TMH.
Articles	Jha, L. D. N., Mishra, R. S., & Bhome, S. (2016). Investment Analysis And Portfolio Managemen
References Books	Bodie, Z., Kane, A., & Marcus, A. J. (2020). Investments (11th ed.). McGraw-Hill Education.
MOOC Courses	https://ugemoocs.inflibnet.ac.in/index.php/courses/view_pg/398
Videos	https://www.google.com/gasearch?q=videos%20on%20investement%20analysis%20and%20portfolio%20management%20%20in%20english&tbm=&source=sh/x/gs/m2/5#fpstate=ive&vid=cid:c6758124_vid:sXL55LKcLIA_st-0&vuanr=4

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	2	-	-	-	-	-	-	-	-	-	1	1
CO2	2	-	3	2	-	-	-	-	-	-	-	-	-	-	2
CO3	-	1	-	-	-	-	-	-	-	-	-	-	1	-	2
CO4	1	2	-	-	-	-	-	-	-	-	-	-	1	2	-
CO5	1	-	-	2	-	-	-	-	-	-	-	-	1	-	3
CO6	-	-	-	-	-	-	-	-	-	-	-	-		-	-



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Title of the Course	Training and Managemen	Management Development									
Course Code	BMEC-501 HR[T]	on महारा									
			Part A								
Year	3rd	Semester	5th	Credits	L	Т	P	С			
1001	o.c	Contester	0.01	oredia.	4	0	0	4			
Course Type	Theory only	y only									
Course Category	Discipline Specific Electiv	line Specific Elective									
Pre-Requisite/s	The students should com	e prepared with provided handouts and subject matter.		Co-Requisite/s							
Course Outcomes & Bloom's Level	CO2- Students will be ab CO3- Students will be ab CO4- Students will be ab	le to remember, recall and restate the concepts of the traini le to identify, understand, interpret training & development of the develop and implement a training session using appropri le to analyze training & development concepts used by an le to evaluate the linkage between the training & develomen	concepts and update these concepts in relation to busines ate instructional techniques and materials to address spe organization individually as well as in teams. (BL4-Analyz	ecific learning objectives. (BL3-Apply) ze)							
Coures Elements	Skill Development ✓ Entrepreneurship X Employability X Professional Ethics ✓ Gender X Human Values X Environment X		SDG (Goals)	SDG1(No poverty) SDG4(Quality education) SDG3(Decent work and economic growth) SDG3(Decent work and economic growth) SDG3(Picheut cell inequalities) SDG3(S)(Climate action) SDG312(Climate action) SDG317(Partnerships for the goals)							

	Part B								
Modules	Contents	Pedagogy	Hours						
1	Organization vision & plans, assessment of training needs, setting training objectives, designing training programmes, Spiral model of training	Interactive Lectures Case Studies	12						
2	Tasks of the training function: Building support, overall training capacity, developing materials, strategic planning, networking, Designing training programmes, training cycle, qualities of trainers.	Interactive Lectures Case Studies Experiential Learning	12						
3	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, vestibute training, laboratory training, in-baset exercise, experiential methods, and sensitivity training.	Interactive Lectures Case Studies Experiential Learning	12						
4	Management Development Programme Methods- Understudy, Coaching, Action Learning, Role Play, Management Games, Seminars, University related programmes, secolar project, behaviouri modelling, job rotation, case study, multiple management, sensitivity training. Post training: Input overload, unrealistic goals, linkage fallure. Training impact on individuals and organizations: Training Evaluation-Evaluating-Programmes, Participants, Objectives and worth - whiteless of training.	Interactive Lectures Case Studies Experiential Learning	12						
5	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 Pacemaking Interventions. Comprehensive OD Interventions, Structural Interventions and the Applicability of OD, Training Experiences.	Interactive Lectures Case Studies	12						

	Part	С		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Creating a Leadership Development Program for Organizational Growth	PBL	BL3-Apply	15

	Part D(Marks Distribution)									
	Fat Universe Distribution) Theory									
Total Marks	·									
100	40	40	12	60						
			Practical							
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					

	Part E								
Books Noe, Raymond, Employee Training & Development, InvinMcGraw Hill, 2008. • Wendell L. French, Cecil H Bell, Jr. and VeenaVohra, Organization Development, sixth edition, Pearson Education.									
Articles BBA-504HR[T] Training and Management Development Shen, J. (2005). International training and management development: theory and reality. Journal of Management Development, 24(7), 656-666.									
References Books	O'Connor, Bridget N., Bronner, Michael and Delaney, Chester, Training for Organizations, 2nd ed., South-Western/Thomson Learning, 2002. Thomas G Cummings and Christopher G Worti,								
MOOC Courses	https://www.coursera.org/learn/learning-and-development#modules								
Videos	https://www.google.com/gasearch?q=videos%20on%20training%20and%20management%20development%20in%20english&tbm=&source=sh/x/gs/m2/5#fpstate=ive&vld=cid:be309334.vid:95B1nY-Czu0,st0								

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	-	-	2	1	-	-	-	-	-	-	-	-	-	1	1
CO2	2	-	-	1	-	-	-	-	-	-	-	-	2	-	2
CO3	1	1	3	1	-	-	-	-	-	-	-	-	-	-	1
CO4	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1
CO5	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-
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Title of the Course	International Finance	tional Finance									
Course Code	BMEC-502 FM[T]	C-502 FM(T)									
	Part A										
Year	3rd	Semester	5th	Credits	L	T	P	С			
1001	Sid	Semester	Sui	Credits	4	0	0	4			
Course Type	Theory only	ry only									
Course Category	Discipline Specific Electr	ve									
Pre-Requisite/s	A basic understanding of	financial management is desirable.		Co-Requisite/s	Co-Requisite/s						
Course Outcomes & Bloom's Level	CO3- Students will be ab	le to recall key concepts and theories in international fina le to explain the mechanisms and dynamics of international le to apply international financial tools and techniques to le to analyze the impact of geopolitical events, economic le to evaluate the effectiveness of different financial strat	analyze investment opportunities and assess risks in gl	obal markets (BL3-Apply) arkets (BL4-Analyze) b ubsiness operations (BL5-Evaluate)							
Coures Elements	Skill Development ✓ Entrepreneurship X Employability X Professional Ethics X Gender X Human Values X Environment X		SDG (Goals)	SDC4(Quality education) SDG6(Decent work and economic growth) SDG17(Partnerships for the goals)							

	Part B		
Modules	Contents	Pedagogy	Hours
1	International Financial Environment: Overview, Foreign Exchange Market, Introduction to inter- bank market and retail market. Spot market and forward market. Forward discount and premium; cross rate. Determination of inter-bank rates, determination of value dates, retail cash rates and Tir Takes. Exchange Rate Determination: Herest rate parity, purchasing power parity, international Fisher's effect, and uncovered interest rate arbitrage, carry trade. Central bank intervention- revaluation and devaluation of currency, Open market operations, Purchasing power effect.	interactive lectures and case studies	12
2	The International Monetary System: Braton Wood system: Exchange Rate Regimes. Euro Market, International Banking, Concept and Development of Universal banking, Syndiciate loses presented lose. Euro currency markets Euro One, Eurodaler International Trade Financing Documents equived for export, letter of credit and prepayment of LOC, buyers credit, sellers credit, per and post abhyment line of credit. Drafts, open account, counter trade. Bid licocoming, factoring and forfeithing and forfeit	interactive lectures and case studies	12
3	Financial Derivatives: Forwards and Futures, Options and related terminology, Calculating the pay off from options and diagrammatic representation. Option, prioring (Diagrammatic)- factors that influence put and cell prices. Some motivations for buying and selling options: Simple combinations of underlying asset & options: Options presets bull spreads with puts and calls, straded top and bottom, strip, Futures. Valuations, statonale for trading-hedging, arbitrage etc. (No Derivations), Introduction to Swaps, Interest rate swaps, and currency swaps, cross currency swaps.	interactive lectures and case studies	12
4	Currency Risk Management Foreign Exchange Risk Management: Types of Forex Exposure- Strategies for Managing Transaction, Translation, Operating & Economic Exposure; Political Risk-	interactive lectures and case studies	12
5	Analysis and Management; Interest Rate Exposure Management, Forward rate agreements (FRA), Interest rate caps, floors, collars.	interactive lectures and case studies	12

		Part	С		
	Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5		Analyzing the Impact of Global Economic Trends on International Investments	PBL	BL4-Analyze	15

	Part D(Marks Distribution)										
	Theory										
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation						
100	40	40	12	60							
	Practical Practical										
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation						

Part E									
Books	International Financial ManagementI, Cheol S. Eun and Bruce G. Resnick, McGraw Hill.								
Articles Desai, M. A. (2006). International finance: A course overview note. Harvard Business School.									
References Books 'International Financial Management' by Jeff Madura Krugman, P. (1993). International finance and economic development. Finance and development issues and experience, 4, 11-24									
MOOC Courses https://www.coursera.org/learn/international-business#modules									
Videos	https://www.google.com/gasearch?q=videos%20on%20international%20finance%20in%20english&tbm=&source=sh/v/gs/m2/5ffpstate=ive&vid=cid.9c3 16c5a, vid.3mF-aNHwXYI,st:0&vuanr=4								

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	2	-	-	-	-	-	-	-	-	-	-	1	1
CO2	-	3	-	2	-	-	-	-	-	-	-	-	2	-	1
CO3	2	-	-	3	-	-	-	-	-	-	-	-	1	2	-
CO4	1	-	2	-	-	-	-	-	-	-	-	-	1	-	3
CO5	1	2	-	-	-	-	-	-	-	-	-	-	-	-	2
COS	_	_	_	_	_	_	_	_	_	_	_	_	_	_	_



...

Title of the Course	Personal Selling and Sa	elling and Sales Force Management										
Course Code	BMEC-502 MM[T]											
	Part A											
Year	3rd	Semester	5th	Credits	L	T	P	С				
1001	Sid	Semester	Sui	Ciedita	4	0	0	4				
Course Type	Theory only	aly										
Course Category	Discipline Specific Elec	ine Specific Elective										
Pre-Requisite/s	A fundamental underst	anding of sales process is desirable.		Co-Requisite/s								
Course Outcomes & Bloom's Level	CO1- Students will be able to recall key concepts and techniques in personnel selling and sales force management (BL1-Remember) CO2- Students will be able to explain the principles and strategies involved in personnel selling and sales force management (BL2-Understand) CO3- Students will be able to paply selling exhortiques and management principles to real-world sales scenarios (BL3-Apply) CO4- Students will be able to analyze sales performance data to identify areas for improvement and optimization (BL4-Analyze) CO5- Students will be able to evaluate the effectiveness of sales strategies and faction is nachieving organizational sales goals (BL5-Evaluate)											
Coures Elements	Skill Development ✓ Entrepreneurship X Employability X Professional Ethics X Gender X Human Values X Environment X		SDG (Goals)	SDGA(Quality education) SDGA(Quality education) SDGA(Quality education) SDGA(ZRasponsible consuption and production)								

Modules	Contents	Pedagogy	Hours
1	Introduction to Personal Selling; functions of a sales person, qualities of an effective Sales Person; Personal Selling situations.	interactive lectures and case studies	12
2	Theories of Selling: AIDAS, Right Set of circumstances, Buying formula theory.	interactive lectures and case studies	12
3	The Selling Process: Pre approach - acquiring product knowledge, acquiring competition and market knowledge, Identifying and qualifying prospects - sources of prospecting, conditions for qualification, Opening a sale - methods of approaching,	interactive lectures and case studies	12
4	Sales presentation - presentation strategies and methods, Sales demonstration - planning effective demonstration, use of sales tools, Handling objection - planning objections, closing a sale - trial close, closing techniques, Post sales follow up.	interactive lectures and case studies	12
5	Introduction to sales force management: Objectives of Sales management, Role of a sales manager, Managing Sales force - Recruitment, Selection, Training, Compensation and evaluation of sales force; Sales Territory Coverages: Sales Territory Concept, Reasons for establishing sales territories, procedures for selling up sales territories.	interactive lectures and case studies	12

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
3	Sales Strategy Development and Sales Force Effectiveness Assessment	PBL	BL3-Apply	15

Part D(Marks Distribution)

	Theory										
Total Marks Minimum Passing Marks		External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation						
100	40	40	12								
Practical											
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation						

Part E

Books	chard R. Still, Edward W. Cundiff, Norman A.P. Govoni, Sales Management: Decisions, Strategies & Cases, Pearson Publications							
Articles	Weitz, B. A., & Bradford, K. D. (1999). Personal selling and sales management: A relationship marketing perspective. Journal of the academy of marketing science, 27, 241-254.							
References Books	Panda Tapan K., Sahadev Sunil, Sales & Distribution Management, Oxford Publications.							
MOOC Courses	https://www.coursera.org/professional-certificates/sales-development-representative							
Videos	https://www.google.com/gassarch?q=videos%20om%20personal%20selling%20and%20sales%20force%20management%20in%20english&tbm=&source=sh/x/gs/m2/5ffpstate=ive&vid=cid-518c4045,vid.ma/UnOmK_KM.st.0							

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	2	-	-	-	-	-	-	-	-	-	-	1	-
CO2	2	-	-	2	-	-	-	-	-	-	-	-	1	-	3
CO3	-	2	1	-	-	-	-	-	-	-	-	-	-	1	1
CO4	-	1	-	3	-	-	-	-	-	-	-	-	2	1	-
CO5	1	-	3	-	-	-	-	-	-	-	-	-	1	-	3
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BBA_Hons

Title of the	Course	Financial Market and Services	cial Market and Services								
Course	Code	BMEC-503 FM[T]									
•				Part	i A						
Yea	ır	3rd	Semester 5th			Credits	Credits		T 0	P 0	C 4
Course	Туре	Theory only				1					
Course Ca	ategory	Discipline Specific Elective									
Pre-Requ	uisite/s	A bird's eye view on the basic co	oncepts of financial markets is desirable.			Co-Requisite/s					
CO1- CO1. Students will be able to Remember to Recall and describe the fundamental concepts and principles of Company Leave CO2-Students will be able to understand the noise and responsibilities of company directors, shereholders, and other key stake CO3-Students will be able to Apply the provisions of Company Leav to real-file scenarios involving company meetings, resolution CO4-Students will be able to Analyze the legal issues arising from company operations, mergers, acquisitions, and winding up p CO5-Students will be able to Evaluate the impact of legal decisions and amendments in Company Law on business practices an						nderstand) tation (BL3-Apply)	mpanies.(BL1-Remen	nber)			
Coures Ele	lements	Skill Development / Enterpresentality X Employability X Professional Ethics X Gender X Human Values X Environment X			SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG17(Partnerships for the goals)					
	Part B										
Mode	ules		Contents			Pedagogy			Hours		
				Part	c						
Modules			Title		Experimen	e-ABCA/PBL/ nts/Field work/ rrnships	oom's Level			Hours	
2	Exploring Emerging Trends in Fi	nancial Markets and Services			PBL		BL5-Evaluate			15	
			F	Part D(Marks	Distribution)						
				Theo	ory						
Total Marks	Minimum Pas	ssing Marks	External Evaluation		Min. External Evaluation	Internal Evaluation	1		Min. Internal	Evaluation	
100	40	•	40	12	·	60			-		
		<u>-</u>		Pract	ical						<u> </u>
Total Marks	Minimum Pas	ssing Marks	External Evaluation		Min. External Evaluation	Internal Evaluation	1	Min. Internal Evaluation			

https://www.google.com/gasearch?q=videos%20on%20introduction%20to%20financial%20market%20in%20english&tbm=&source=sh/x/gs/m2/5#fpstate=ive&vid=cid:b8a4dfc8,vid:P_bqDgkZmuY,st:0
Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	-	2	1	2	-	-	-	-		-	-	-	-	1	1
CO2	3	-	2		-	-	-	-	-	-	-	-	-	2	-
CO3	1	-	-	2	-	-	-	-	-	-	-	-	1	-	1
CO4	-	3	2		-	-	-	-	-	-	-	-	-	-	3
CO5	1	-	-	2	-	-	-	-	-	-	-	-	1	-	2
CO6	-	-	-		-	-	-			-	1	-	-	-	-

Part E

M.Y. Khan, Indian Financial System, 6th Edition, TMH H. R. Machiraju, Indian Financial System, 4th Edition, Vikas Publishing House.

Bosworth, B. P., Burdess, G., & Bryant, R. C. (2004). The impact of aging on financial markets and the economy: A survey. Brookings.

Bond, P. Edmans, A. & Goldstein 1 (2013). The artifactor of the control of t

Bond, P., Edmans, A., & Goldstein, I. (2012). The real effects of financial markets. Annu. Rev. Financ. Econ., 4(1), 339-360

Books
Articles
References Books
MOOC Courses
Videos



BBA_Hons

Title of the	e Course	Advertising and Brand Mana	gement									
Course	Code	BMEC-503 MM[T]										
				Part A	Α							
Yea	ar	3rd	Semester	5th			Credits		L	T	Р	С
									4	0	0	4
Course	туре Туре	Theory only										
Course C	ategory	Discipline Specific Elective										
Pre-Req	uisite/s	The students should come p	repared with provided handouts and subject matter.		Co-Requisite/s	1						
C01- C01. Students will be able to Remember to Recall and describe the fundamental concepts and principles of Company Law, including the formation, incorporation, and classification of companies (BL1-Remember) C02-Students will be able to Londerstand the roles and responsibilities of company furedors, shareholders, and other keys stateholders, (BL2-Inderstand) C03-Students will be able to Apply the provisions of Company Law to real-life scenarios involving company meetings, resolutions, and documentation (BL3-Apply) C04-Students will be able to Analyze the legis allows perations, mergery acquisitions, and winding up procedures, (BL4-Analyzes) C05-Students will be able to Evaluate the impact of legal decisions and amendments in Company Law on business practices and corporate governance (BL5-Evaluate)												
Coures E	ilements	Skill Development ✓ Entrepreneurship X Employability X Professional Ethics X Gender X Human Values X Environment X			SDG (Goals)	9	SDG4(Quality education) SDG11(Sustainable cities and economies	s)				
				Part E	3							
Mod	dules		Contents				Pedagogy				Hours	
				Part C								
Modules			Title		Experi	ative-ABC. iments/Fie Internship	eld work/	Bloo	m's Level			Hours
5	Developing an Integrated Market	eting Communication Plan for	Brand Promotion	1	PBL			BL3-Apply			15	
	Part D(Marks Distribution)											
Total Marks	Minimum Pa	ssing Marks	External Evaluation	Theory	Min. External Evaluation		Internal Evaluation		-	Min. Internal E	valuation	
100	40			12			60					
				Practic	al							

	Part E									
Books	Advertising and Promotions -an IMC perspective by Kruti Shah & Alen D'Souza (TATA Mc GRAW HILL)									
Articles Meenaghan, T. (1995). The role of advertising in brand image development. Journal of product & brand management, 4(4), 23-34										
References Books	Advertising Management 5th edition by Rajeev Batra, John G. Myersand David A.Aaker (Prentice-Halli India)									
MOOC Courses	https://ugemoocs.inflibriet.ac.in/index.php/courses/view_ug/222									
Videos	https://www.google.com/gasearch?q=videos%20on%20advertising%20and%20brand%20management%20in%20english&bm=&source=sh/v/gs/m2/5ff/pstate=ive&vid=cid-568bdes52.vid-0d/0g5XFm8g.st.0									

Min. External Evaluation

Min. Internal Evaluation

Total Marks

Minimum Passing Marks

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	-	1	1	-	-	-	-	-	-	-	-	1	-	2
CO2	-	3	-	1	-	-	-	-	-	-	-	-	-	-	1
CO3	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-
CO4	1	-	1	3	-	-	-	-	-	-	-	-	1	-	-
CO5	-	1	-	2	-	-	-	-	-	-	-	-	-	3	2
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



					BBA_I	Hons							
	Title of the	Course	Income Tax and Planning										
	Course	Code	BMEC-601 FM [T]										
					Par	t A							
	Ye	ar	3rd	Semester	6th			Credits		L 4	T 0	P 0	C 4
	Course	Туре	Theory only								1		
	Course C	ategory	Discipline Specific Elective										
	Pre-Req	uisite/s	Students should be familiar with	h various aspect and new provision of Income Tax.				Co-Requisite/s					
	Course O & Bloom		CO2- Students will be a able to CO3- Students will be able to A CO4- Students will be able to A	le to Remember to Recall and describe the fundament, understand the roles and responsibilities of company upply the provisions of Company Law to real-life scenar unalyze the legal issues arising from company operation valuate the impact of legal decisions and amendments	directors, shareho nos involving com ns. mergers, acqu	olders, and other key stakeholders. (E pany meetings, resolutions, and doc uisitions, and winding up procedures.	L2-Understan imentation.(BL (BL4-Analyze)	d) 3-Apply)	mpanies.(BL1-Rem	nember)			
	Coures E	lements	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics ✓ Gender X Human Values X Environment X			SDG (Goals)	SDG4(Qua SDG8(Dec SDG10(Re SDG11(Su SDG12(Re SDG13(Cli	poverty) d health and well-being) lifty education) lifty education) ent work and economic growth) duced inequalities) sponsible consuppion and production mate action) rinterships for the goals))				
					Par	t B							
	Mod	ules		Contents				Pedagogy				Hours	
					Par	ı C							
	Modules			Title		Ind Expe	cative-ABCA/ riments/Field Internships	PBL/ work/		Bloom's Leve	el		Hours
3		Tax Planning Strategies for Indi	viduals and Businesses			PBL			BL3-Apply			15	
					Part D(Marks	Distribution)							
					The	-		T					
	Total Marks		essing Marks	External Evaluation		Min. External Evaluation		Internal Evaluation	1		Min. Intern	al Evaluation	
100		40		40	12	i1		60					
-	Total Marks	Mini D-	assing Marks	External Evaluation	Pract	Min. External Evaluation		Internal Evaluation			Min Interes	al Evaluation	
-	TOTAL MARKS	Millimum Pa	issing marks	External Evaluation		Min. External Evaluation		internal Evaluation			min. intern	II EVAIUALION	
					Par	tE							
	Boo	ks	Systematic Approach to Taxatic	on Containing Income Tax & Indirect Taxes : As Applica	ble for Assessme	nt Year 2015 - 2016 Author: Dr. Girisl	n Ahuja ; Dr. Ra	avi Gupta Released: 2014 Publisher:	Bharat Law House F	Pvt. Ltd.			
	Artic	les	Hoffman, W. H. (1961). The the	ory of tax planning. The Accounting Review, 36(2), 274	l								
	Reference	s Books	Pratt, J., Kulsrud, W., & Hahn, V	N. (2020). Federal Taxation (2020 ed.). McGraw-Hill Ed	ducation.								
	MOOC C	ourses											

Course	Articulation	Matrix

https://www.google.com/gasearch?q=videos%20on%20income%20tax%20planning%20in%20english&tbm=&source=sh/x/gs/m2/5#fpstate=ive&vid=cid-ba3095ee,vid-QAJJBEQJk0,st:0

Books Articles References Books MOOC Courses Videos

COs	PO1	PO2	PO3	PO4	PO5	P06	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PS03
CO1	2	-	-	-	-	-	-	-	-	-	-	-	-	2	1
CO2	2	-	1	1	-	-	-	-	-	-	-	-	-	1	-
CO3	2	-	-	1	-	-	-	-	-	-	-	-	2	-	1
CO4	-	2	-	1	-	-	-	-	-	-	-	-	-	-	1
CO5	-	1	3	-	-	-	-	-	-	-	-	-	1	1	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



	Title of the Course International Human Resource management												
Title of the	Course	International Human Resou	irce management										
Course	Code	BMEC-601 HR[T]											
				Part A									
Yea		3rd	Semester	6th	Credits		L	Т	P	С			
160		Sid	Selliester	out	Credits		4	0	0	4			
Course	Туре	Theory only		•						•			
Course Ca	ntegory	Discipline Specific Elective											
Pre-Requ	isite/s	Students should come prep	pared with information and the subject related material provided to	or reference.	Co-Requisi	te/s							
Course Ou & Bloom's	CO1- CO1. Students will be able to Remember to Recall and describe the fundamental concepts and principles of Company Law, including the formation, incorporation, and classification of companies (BL1-Remember) CO2- Students will be able to understand the roles and responsibilities of company directions, shareholders, and other key stakeholders (BL2-Inderstand) CO3- Students will be able to Apply the provisions of Company Low to real-file scenarios involving company meetings, resolutions, and documentation (BL3-pphy) CO4- Students will be able to Analyze the legal issues arising from company operations, mergers, acquisions, and winding up procedures (BL4-Analyze) CO5- Students will be able to Evaluate the impact of legal descions and amendments in Company Law on business practices and corporate governances (BL5-Evaluate)												
Coures Ele	ements	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics X Gender X Human Values X Environment X		SDG (Goals)	SDG2/Zero hunger) SDG3/Good health and well-being) SDG4/Goulety education) SDG5/Gender equality) SDG6/Gender equality) SDG6/Decent work and economic gr SDG1/Refuced inequalities) SDG12/Responsible consuption and SDG17/Partnerships for the goals)	,							
				Part B									
Mode	ules	s Contents Pedagogy Hours											
				Part C									
Modules	· · · · · · · · · · · · · · · · · · ·	Indicative_ABCA/PBL/ Title Experiments/Field work/ Bloom's Level Hours Intermitips Hours											

	Part D(Marks Distribution)														
	Theory														
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation										
100	40	40	12	60											
	Practical Practical														

BL3-Apply

15

Managing Cross-Cultural Teams in a Global Organization

	Part E
Books	Dennis R. Briscoe , Randall S. Schuler, Lisbeth Claus, International Human Resource Management, Policies and practices for multinational enterprises, Third Edition, Routledge.
Articles	Schuler, R. S., Dowling, P. J., & De Cleri, H. (1993). An integrative framework of strategic international human resource management. Journal of management, 19(2), 419-459
References Books	K. Aswathapa , International Human Resource Management, Tata Mc Graw Hill Publishing Co.
MOOC Courses	
Videos	https://www.google.com/gasearch?q=videos%20on%20international%20human%20resource%20management%20in%20english&tbm=&source=sh/x/gs/m2/5#fpstate=ive&vid=cid:e77bf822_vid:bxkgpfh58fU_st:0

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	-	-	-	-	-	-	-	-	-		-	1	-	1
CO2	2	-	1	1	-	-	-	-	-	-	-	-	-	1	1
CO3	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-
CO4	-	2	3	1	-	-	-	-	-	-	-	-	-	1	1
CO5	-	1	1	3	-	-	-	-	-	-	-	-	1	2	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



Title of the Course	Indian Financial System	an Financial System								
Course Code	BMEC-602 FM[T]	C-602 FM[T]								
	PartA									
Year	3rd	Semester	6th		Credits	L	T	P	С	
Icai	Sid	Selliestei	out .		Gledita	4	0	0	4	
Course Type	Theory only			•		•				
Course Category	Discipline Specific Elec	ctive								
Pre-Requisite/s	Students should be fan	niliar with financial management .			Co-Requisite/s					
Course Outcomes & Bloom's Level	CO2- Students will be a CO3- Students will be a CO4- Students will be a	rill be able to Remember to Recall and describe the a able to understand the roles and responsibilities or able to Apply the provisions of Company Law to real able to Analyze the legal issues arising from compas able to Evaluate the impact of legal decisions and as	f company directors, shareholders, and other key's -life scenarios involving company meetings, resolu ny operations, mergers, acquisitions, and winding u	takeholders.(itions, and do up procedures	cumentation.(BL3-Apply) s.(BL4-Analyze)	anies.(BL1-Remen	iber)			
Coures Elements	Skill Development striperensursiny striperensur									
			Part B							
Modules		Contents			Pedagogy			Hours		

	Part	:C		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Assessing the Impact of Regulatory Changes on the Indian Financial System	PBL	BL5-Evaluate	15

	Part D(Marks Distribution)							
Theory								
Total Marks	Minimum Passing Marks	Passing Marks External Evaluation Min. External Evaluation Internal Evaluation Min. Internal Evaluation						
100	40	40	12	60				
			Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation			

	Part E
Books	Vasant Desai, Indian Financial System and Development, Himalaya Publishing House.
Articles	Allen, F., Chakraberti, R., & De, S. (2007). India's financial system. Available at SSRN 1261244.
References Books	Bharati V. Pathak, Indian Financial System, Pearson Education.
MOOC Courses	
Videos	https://www.google.com/gasearch?q=videos%20on%20indian%20finacial%20system%20in%20english&tbm=8source=sh/vigs/m2/5#ffpstate=ive&vid=cid.3c5e5e9e,vid.pOYt5JHIQdE,st0

							Co	urse Articulation	Matrix						
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2		-	-	-	-	-	-	-	-	-	-	1	1	1
CO2	2-	2	1	1	-	-	-	-	-	-	-	-	-	2	1
CO3	2	-	-	1	-	-	-	-	-	-	-	-	2	3	-
CO4	-	2	3	1	-	-	-	-	-	-	-	-	-	2	1
CO5	-	1	3	-	-	-	-	-	-	-	-	-	1	1	1
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BBA Hons

				BBA_1101								
Title of the	Course	Human Resource Planning	and Development									
Course	Code	BMEC-602 HR[T]	-602 HR[T]									
				Part A								
Yea	r	3rd	Semester	6th			Credits		L 4	T 0	P 0	C 4
Course	Туре	Theory only	I			1				!		1
Course Ca	ategory	Discipline Specific Elective										
Pre-Requ	isite/s	The students should come	prepared with provided handouts and subject matter.				Co-Requisite/s	1				
	Course Outcomes & Bloom's Level CO4- Students will be able to Remember to Recall and describe the fundamental concepts and principles of Company Law, including the formation, incorporation, and classification of companies (BL1-Remember) CO2- Students will be a able to understand the roles and responsibilities of company directors, shareholders, and other key stakeholders (BL2-Understand) CO3- Students will be able to Apply the provisions of Company Lew to real-file scenarios involving company meetings, resolutions, and documentation (BL3-Apply) CO4- Students will be able to Evaluate the impact of legal decisions and amendments in Company Lew no business practices and corporate governance (BL4-Analyze) CO5- Students will be able to Evaluate the impact of legal decisions and amendments in Company Lew no business practices and corporate governance (BL4-Evaluate)											
Coures El	ements	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics X Gender X Human Values X Environment X			SDG (Goals)	SD	DG4(Quality education) DG5(Gender equality) DG8(Decent work and economic growth	n)				
				Part B								
Mode	ules		Contents				Pedagogy			ŀ	ours	
	Part C											
Modules			Title		Indicative-ABCA/PBL/ Experiments/Field work/ Internships		d work/	Bloom	's Level			Hours
3	Strategic HR Planning for Talent	Acquisition and Retention		PI	BL .			BL3-Apply			15	

	Theory						
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation		
100	100 40 40 40 12 60						
			Practical				
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation		

	Part E
Books	Human Resource Planning By Dipak Kumar Bhattacharya, Excel Books India, 2nd Ed.
Articles	Schein, E. H. (1985). Increasing organizational effectiveness through better human resource planning and development. Readings in hu management, 376
References Books	Agarwal, R.K. (2011).Humanistic Management in Practice: How Responsible Businesses create Success stories. Humanistic Management
MOOC Courses	https://www.coursera.org/learn/leadership-development-planning
Videos	https://www.google.com/gasearch? q=videos%20on%20human%20resource%20planning%20and%20development%20in%20english&tbm=&source=shix/gs/m2/5#fpstate=nct-339Rks,st:0

							Co	urse Articulation	Matrix						
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	P09	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	-	-	-	-	-	-	-		-			-	2	1
CO2	2	2	1	1	-	-	-	-	-	-	-	-	2	1	-
CO3	2	-	-	1	-	-	-	-	-	-	-	-	3	-	1
CO4	-	2	3	1	-	-	-	-	-	-	-	-	-	2	1
CO5	-	1	3	3	-	-	-	-	-	-	-	-	2	1	3
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BBA Hons

Title of the	Course	Marketing Research	ış Research									
Course	Code	BMEC-602 MM[T]	02 MM[T]									
				Part A								
Year		3rd	Semester	6th		Credits		L	Т	P	С	
Tea		Jiu Jiu	Selliester	Gui		Credits		4	0	0	4	
Course	Туре	Theory only	•			*						
Course Ca	itegory	Discipline Specific Elective	ı									
Pre-Requ	isite/s	The students should come	prepared with provided handouts and subject matter.			Co-Requisite/s	3					
Course Ou & Bloom's	tcomes	CO3- Students will be able	e able to Remember to Recall and describe the fundamental or let to understand the roles and responsibilities of company for to Apply the provisions of Company Law to real-life scenarios to Analyze the legal issues arising from company operations, to Evaluate the impact of legal decisions and amendments in	involving company meetings, resolutions, an	d documentation	on.(BL3-Apply)	mpanies.(BL1-Remember					
Coures Ele	ements	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics X Gender X Human Values X Environment X	cntepreneurship X imployability \(\) SDG (Goals) SDGR(Quality education) SDGR(Qoent work and economic growt) SDGR(Qoent work and economic growt)									
Part B												
Modu	iles		Contents			Pedagogy			н	ours		
·		_	·	Part C		·						
Modules			Indicative-ABCA/PBU Indicative-ABCA/PBU Bloom's I avail								Hours	

	Part D(Marks Distribution)								
	Theory								
Total Marks	Minimum Passing Marks	Minimum Passing Marks External Evaluation Min. External Evaluation Internal Evaluation Min. Internal Evaluation							
100	40	40	12	60					
	Practical								
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation				

	Part E
Books	Marketing Research: An Applied Orientation,6/E by Naresh K. Malhotra, Pearson Education.
Articles	Thomas, S., Kureshi, S., & Vatavwala, S. (2020). Cause-related marketing research (1988–2016): An academic review and classification. Journal of Nonprofit & Public Sector Marketing, 32(5), 488-516.
References Books	Hair, J. F., Wolfinbarger, M., Ortinau, D. J., & Bush, R. P. (2020). Essentials of Marketing Research (5th ed.). McGraw-Hill Education.
MOOC Courses	https://www.coursera.org/specializations/market-research
Videos	https://youtu.be/GHqGPFxtOLA?si=8umF3IrjTqtPHSm4

							Co	urse Articulation	Matrix						
COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	-	-	-	-	-	-	-	-	-	-	-	-	2	1
CO2	2	2	1	1	-	-	-	-	-	-	-	-	1	2	1
CO3	2	-	-	1	-	-	-	-	-	-	-	-	-	1	1
CO4	-	2	3	1	-	-	-	-	-	-	-	-	1	1	-
CO5	-	1	3	-	-	-	-	-	-	-	-	-	-	1	1
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



				BBA_F	ions						
Title of the	Course	Management of Financial Institutions									
Course	Code	BMEC-603 FM[T]									
	PartA										
Yea		3rd	Semester	6th		Credits	L	T P	С		
Yea	•	3ra	Semester	btn		Credits	4	0 0	4		
Course	Туре	Theory only	y only								
Course Ca	Course Category Discipline Specific Elective										
Pre-Requ	isite/s	A basic understanding o	f the financial system is desirable.			Co-Requisite/s					
Course Ou & Bloom's	CO1- CO1. Students will be able to Remember to Recall and describe the fundamental concepts and principles of Company Law, including the formation, incorporation, and classification of companies (BL1-Remember) CO2- Students will be a able to understand the roles and responsibilities of company dections, instructed being statement of the stateme										
Coures El	ements	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics X Gender X Human Values X Environment X	eneurship X ability V SDG (Go XX		SDG (Goals)	SDG3(Good health and well-being) SDG4(Quality education) SDG8(Decent work and economic growth) SDG17(Partnerships for the goals)					
	Part B										
Mode	Modules Contents Pedagogy Hours								ours		
	Part C										
Modules	s Title				E	Bloom's Level		Hours			
3	Risk Management in Financial In	stitutions: A Case Study	Approach		PBL	BL5-Evaluate 15		15			

		F	Part D(Marks Distribution)						
Theory									
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation				
100	0 40 40 40 12 60								
			Practical						
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation				

	Part E						
Books	R. M. Srivastava, Management of Indian Financial Institutions, Himalaya Publishing, 1991.						
Articles Kraus, N., Kraus, K., & Osetskyi, V. (2020). New quality of financial institutions and business management. Baltic Journal of Economic Studies, 8(1), 59-66.							
References Books	Saunders, A., Comelt, M. M., & McGraw, H. (2020). Financial Institutions Management: A Risk Management Approach (10th ed.). McGraw-Hill Education.						
MOOC Courses							
Videos	https://www.google.com/gasearch?q=videos%20on%20management%20of%20financial%20institutions%20in%20english&tbm=&source=sh/x/qs/m2/5#fpstate=ive&vid=cid:1093dc3e.vid:WNm ez1h7Tc,st:0						

							Co	urse Articulation	Matrix						
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	-	-	-	-	-	-	-	-	-			3	2	-
CO2	2	1	1	1	-	-	-	-	-	-	-	-	-	2	1
CO3	2	-	-	1	-	-	-	-	-	-	-	-	1	-	2
CO4	-	1	3	1	-	-	-	-	-	-	-	-	-	2	2
CO5	-	1	1	3	-	-	-	-	-	-	-	-	1	1	1
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BBA Hons

Title of the Course	Organization Change and I	tation Change and Development										
Course Code	BMEC-603 HR[T]	-603 HR[T]										
	Part A											
Year	3rd	Semester	6th	Credits		L	T	Р	С			
Tear	Siu	Semester	our	Credits	4							
Course Type	Theory only	y only										
Course Category	Discipline Specific Elective											
Pre-Requisite/s	The students should come	prepared with provided handouts and subject matter.		Co-Requisite/	s							
Course Outcomes & Bloom's Level	CO2- Students will be a ab CO3- Students will be able	e able to Remember to Recall and describe the fundamental or let to understand the roles and responsibilities of company for to Apply the provisions of Company Law to real-life scenarios to Analyze the legal issues arising from company operations, to Evaluate the impact of legal decisions and amendments in	ctors, shareholders, and other key stakeholders.(I	BL2-Understand)	mpanies.(BL1-Remember)							
Skill Development ✓ Entrepreneurship X Employability X Coures Elements Professional Erics X Gender X Human Values X Environment X SDG (Goals) SDGS(Gender equality) SDGS(Decoret work and economic growth)												
Part B												
Modules		Contents		Pedagogy				Hours				
	Part C											
	1,010											

	Part D(Marks Distribution)									
	Theory									
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					
100	40	40	12	60						
Practical										

BL5-Evaluate

Implementing Change Management Strategies for Organizational Transformation

	Part E						
Books	Thomas G Cummings and Christopher G Worti, Theory of Organization Development and Change, ninth edition, Cengage Learning.						
Articles Schein, E. H. (1985). Increasing organizational effectiveness through better human resource planning and development. Readings in human resource management, 376							
References Books	Wendell L. French, Cecil H Bell, Jr. and VeenaVohra, Organization Development, sixth edition, Pearson Education. Barbara Servior and Jocelyne Fleming, Organizational Change, Pearson Education. Businesses create Success stories. Humanistic Management Network.						
MOOC Courses	https://www.coursera.org/learn/leadership-development-planning						
Videos	https://www.google.com/gasearch?q=videos%20on%20human%20resource%20planning%20and%20development%20in%20english&tbm=&source=sh/x/qs/m2/5#fpstate=ive&vid=cid.3640d1ad_vid:-ncl-339Rks_st:0						

							Co	urse Articulation	Matrix						
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	2	-	-	-	-	-	-	-	-	-	-	2	1
CO2	2	1	1	-	-	-	-	-	-	-	-	-	2	1	-
CO3	1	1	-	1	-	-	-	-	-	-	-	-	-	1	1
CO4	-	2	3	-	-	-	-	-	-	-	-	-	1	-	1
CO5	-	1	2	-	-	-	-	-	-	-	-	-	2	1	-
CO6	-	-	-	-	-		-	_		-	-	-	-	-	-



BBA Hons

	Eur_iono										
Title of the	Course	Rural and Agriculture Ma									
Course 0	Code	BMEC-603 MM[T]	03 MM[T]								
	Part A										
Year		3rd	Semester	6th		Credits	L	T	P	С	
Tear		Siu	Semester	out		Credits	4	0	0	4	
Course '	Туре	Theory only	ıly								
Course Ca	tegory	Discipline Specific Electi	ive							-	
Pre-Requ	ite/s Students should have basic understanding of marketing.					Co-Requisite/s				-	
Course Ou & Bloom's	Level	CO1- CO1. Students will be able to Remember to Recall and describe the fundamental concepts and principles of Company Law, including the formation, incorporation, and classification of companies (BL1-Remember) CO2- Students will be a lot to understand the roles and responsibilities of company directors, shareholders, and other key stakeholders (BL2-Anderstand) CO3- Students will be able to Angly the provisions of Company Law to real-life scenarios intowhorg company meetings, resolutions, and documentation. (BL3-Appty) CO4- Students will be able to Analyze the legal issues arising from company operations, mergers, acquisitions, and winding up procedures (BL4-Analyze) CO5- Students will be able to Evaluate the impact of legal decisions and amendments in Company Law on business practices and corporate governances (BL5-Evaluate)									
Coures Ele	Coures Elements			OG (Goals)	SDC4(Cuality education) SDC8(Decent work and sconomic growth) SDC10(Fection and equalities) SDC11(Sustainable cities and economies) SDC11(Sustainable cities and economies) SDC17(Partnershap for the goals)						
Part B											
Modules Contents					•	Pedagogy			Hours		
	Part C										
Modules Title					Indicative-ABCA/PBL/ Experiments/Field work/	Bloom	s Level		Hours		

	Part D(Marks Distribution)										
Theory											
Total Marks	Total Marks Minimum Passing Marks External Evaluation Min. External Evaluation Internal Evaluation Min. Internal Evaluation										
100	0 40 40 12 60										
	Practical										
Total Marks Minimum Passing Marks External Evaluation Min. External Evaluation Internal Evaluation Min. Internal Evaluation Min. Internal Evaluation											

BL3-Apply

Developing Marketing Strategies for Rural Market Penetration

	Part E						
Books Rajagopal, D. (2020). Agricultural Marketing: Perspectives, Practices, and Policies (2nd ed.). Oxford University Press.							
Articles							
References Books	Sheth, J. N., Mittal, B., & Newman, B. I. (2020). Agricultural Marketing and Consumer Behavior in a Changing World (2nd ed.). Springer.						
MOOC Courses							
Videos							

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	2	-	-	-	-	-	-	-	-	-	1	-	2
CO2	2	1	-	1	-	-	-	-	-	-	-	-	-	1	-
CO3	-	-	2	1	-	-	-	-	-	-	-	-	2	-	2
CO4	3	2	-	-	-	-	-	-	-	-	-	-	1	2	-
CO5	2	-	1	1	-	-	-	-	-	-	-	-	1	-	1
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



								BBA_H	ons							
	Title of the	Course	l e	adership Development												
	Course (MEC-701 HR [T]												
								5								
	Year	-	41	h		S	emester	Part /	7th				Cre	dits	L T P C	
	Course '	Туре	т	neory only												
	Course Ca	tegory	D	scipline Specific Elective	1											
	Pre-Requ	isite/s	OI	ganizational dynamics a	nd thus it is perti	its of management towards nent for young leaders to k tive forces, anticipate mov	now the ways of nav	vigating through	the political jungle to wiel	ld influence. As an asti			Co-Req	uisite/s		
	Course Ou & Bloom's	tcomes Level	C	O2- Students will be a a O3- Students will be able	le to understand	ber to Recall and describe the roles and responsibility visions of Company Law to agal issues arising from co impact of legal decisions a	es of company dire real-life scenarios	ctors, sharehold	ders, and other key stakeh	nolders.(BL2-Understa and documentation (F	ind) 3L3-Anniv)	ification of compa	anies.(BL1-Remember)			
	Skill Development / Entrepreneuralip X Entrepreneuralip X Employability / Course Elements Professional Ethica X Gender X Human Values X Environment X								SDG (Goals)							
		Part B														
	Modu	odules Contents Pedagogy										agogy	gogy Hours			
								Part (•	•				•		
Modu	les				Title			, and		Indicative-ABC/ Experiments/Fiel Internship	d work/				Hours	
5		Design innovative ap	pproaches to n	neasure the impact of lea	dership develop	nent programs on organiza	tional performance		PBL		BL5-Evaluate				15	
								art D(Marks D Theor	у							
Total M			linimum Pass	ng Marks		External Evaluation			Min. External Evalua	ition		al Evaluation		Min. Internal Eva	luation	
100		40			60			18			40					
								Practic			1					
Total M	arks	М	linimum Pass	ng Marks		External Evaluation	1		Min. External Evalua	ition	Intern	al Evaluation		Min. Internal Eva	lluation	
	Book	s	CC	abane, O. F. (2013). The ropanzano, R., & Kacma	charisma myth: r, K. M. (Eds.). (1	How anyone can master th 1995). Organizational politic	e art and science ol s, justice, and supp	Part I f personal magr port: Managing t	etism Penguin	orkplace. Greenwood F	Publishing Group.					
	Article	98				. Leadership development										
	References		В	ichanan, D., & Badham,	R. (2008). Powe	, politics, and organization	al change: Winning	the turf game. §	Sage.							
MOOC Courses																
	Video	S	ht	ps://www.youtube.com/	vatch?v=jCcP92[tky8										
								ouroo Articut-	tion Matrix							
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	
CO1	1	-	2	1	-	-	-	-	-	-	-	-	1	2	-	
CO2	1	1	-	-	-	-	-	-	-	-	-	-	-	-	1	
CO3	- 1				-	-	-	-	-	-	1	-				
CO4	4 - 1					-	-	-	-	-	-	2	-			
CO5	1 2 - 1						-	-	-	-	=	-	1	=	2	
CO6	-	-	-	-	-	=	-	-	-	-	-	-	=	=	-	



DDA Hone

									BBA_F	ions									
	Title of the	Course		Talent Mana	agement														
	Course	Code		BMEC-702	HR [T]														
	Yea	ar		4th			Seme	ster	Part	7th				Cı	redits	L	L T	P 0	C 3
-	Course	Type		Theory only	v					1						,	, ,	0	3
	Course Ca				Specific Elective														
	Pre-Requ			The syllabu	us is intended to he	lp students identify	best practices and a	approaches for talent	t management	The course is designed fo	r students and execu	itives who will be		Co-Re	equisite/s		-		
	Course Ou & Bloom's	utcomes 's Level		CO1- CO1. CO2- Stude CO3- Stude CO4- Stude	. Students will be a ents will be a able to ents will be able to ents will be able to	ble to Remember to to understand the ro Apply the provision Analyze the legal is	Recall and describe les and responsibilit s of Company Law to sues arising from co	ties of company direct o real-life scenarios i ompany operations, r	ctors, shareho involving comp nergers, acqu	inciples of Company Law, i Iders, and other key stakeh Many meetings, resolutions, sitions, and winding up pro on business practices and	olders.(BL2-Unders and documentation. cedures.(BL4-Analy	tand) (BL3-Apply) ze)	assification of co	ompanies.(BL1-I	-Remember)	l.			
	Coures El	lements		Skill Development Entreprene Employabil Professions Gender X Human Val Environment	eurship X lity ✓ al Ethics X lues X						SDG (Goals)		SDG4(Quality e SDG5(Gender e SDG8(Decent v SDG10(Reduce SDG12(Respor SDG13(Climate SDG17(Partner	equality) work and econor ed inequalities) asible consuption	on and production))			
									Part	В									
	Mod	ules					Con	tents				F	edagogy			н	Hours		
									Part		,								
Modu	ules					Title			Pan	C	Indicative-AB0 Experiments/Fi Internshi	eld work/	Bloom's			vel		Hour	's
4		Students will analy involves conductin cultural and econo	g case studie	are talent mans, identifying	anagement practice g best practices, an	es across different o d critically evaluatin	global organizations og their applicability a	or industries. The pr and effectiveness in	oject various	PBL				BL4-Analyze			15		
								Pa	rt D(Marks	Distribution)				1					
									Theo										
Total M	larks		Minimum Pa	ssing Mark	s		External Evaluation	n		Min. External Evalua	tion	Int	ernal Evaluatio	n		Min. Internal Ex	/aluatio	n	
100		40				60			18	40									
									Practi	cal		- 1							
Total M	larks		Minimum Pa	ssing Mark	s		External Evaluation	n		Min. External Evalua	tion	Int	ernal Evaluatio	n		Min. Internal Ev	valuatio	n	
									Part	E									
	Bool	ks		Collings, D Wilcox, M	.G., Mellahi, K. & C (2016), Effective Ta	ascio, W.F. (2017).	The Oxford Handbo	ook of Talent Manage eople and Performar	ment: Oxford	University Press									
	Artic	les								ent (pp. 19-32). Routledge									
	Reference									Global Context. Cambridg		sity Press							
-	MOOC C			,	,,	, ,(,(-014)	-g mu	J	,			,							
	Vide			https://www	v.youtube.com/watc	h?v=NwufHwariTI													
					,														
									ourse Articul										
COs	PO1	PO2	PO3		PO4	P05	P06	P07	P08	P09	PO10	PO11	PO12	PSO	01	PSO2	PS	SO3	
CO1	1	-	-		-	-	-	-	1-	-	-	-	-	-		-	1		
CO2	1-	1	1		-	-	1-	-	-	-	•	-	-	1		-	2		
CO3	1	-	-		2	-	1-	-	-	-	•	-	-	-		1	ᅷ		
CO4	-	1	-		-	-	-	-	-	-	-	-	-	1		-	_ -		
CO5	-	-	-	- 1						-	-	-	-	-		1	-		
CO6	-	-	-		-	-	-	1-	-	-	-	-	-	-		-	-		



Title of the	Course	Corporate Valuation										
Course	Code	BMEC-801 FM[T]										
				Par	t A				T.	1-	- n	С
Yes	ar	4th	Semester		8th			Credits	3	0	0	3
Course	Туре	Theory only				•			*			
Course C	ategory	Discipline Specific Elective										
Pre-Req	uisite/s	Student should have basic know	wledge of corporate accounting and Excel.					Co-Requisite/s				
Course O & Bloom		CO2- Students will be a able to CO3- Students will be able to A	e to Remember to Recall and describe the fundamental understand the roles and responsibilities of company dir- pply the provisions of Company Law to real-life scenarios nalyze the legal issues arising from company operations, valuate the impact of legal decisions and amendments in	ectors, shareh	olders, and other key stakeholders (BL2-Un	nderstand) ation (BL3-Apply)	d classification of comp	anies.(BL1-Remember)				
Coures E	lements	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics X Gender X Human Values X Environment X		SDG4(Quality education)								
				Par	t B							
Mod	lules		Contents				Pedagogy		Hours			
				Par	t C							
Modules			Title		Indicative Experimen Inter	Bloom's	Level		Hou	irs		
2	Calculate the discounted cash t	flow of Tata Motors			PBL			15				
			P		Distribution)							
Total Marks			External Evaluation	The	Min. External Evaluation		Internal Evaluation		Min. Internal	.		
100 Iotal Marks	40	assing Marks	60	18	Min. External Evaluation	40	internal Evaluation		Min. Internal	Evaluatio	n	
100	40		60	Praci	N1	40						
Total Marks	Minimum Pa	assing Marks	External Evaluation	Fiac	Min. External Evaluation		Min. Internal	Evaluatio	n			
<u> </u>				Par								
Boo	ıks	Koller, T., Goedhart, M., & Wess	sels, D. (2020). Valuation: Measuring and Managing the \									
Artic	iles	https://www.mdpi.com/2078-248	19/14/2/85									
Reference	s Books	Damodaran, A. (2022). Investme	ent Valuation: Tools and Techniques for Determining the \	/alue of Any A	sset (4th ed.). Wiley India.							
MOOC C	ourses	https://onlinecourses.nptel.ac.in	/noc21_mg93/preview https://onlinecourses.swayam2.ac	.in/imb24_mg1	8/preview							
Vide	ios	https://www.youtube.com/watch	?v=VcbU6_CbEpo									
		ı		Course Articu	lation Matrix							
				out do million	MUUTI MUUIA							



BBA_Hons

Title of the Course Negotiation and Conflict Resolution Course Code BMEC-801 HR[T]											
Course	Code	BMEC-801 HR[T]									
				Part A							
Ye	ar	4th	Semester		8th				Credits	L T P C	
Cours	е Туре	Theory only	I.		1						
Course (Category	Discipline Specific Elective									
Pre-Rec	uisite/s	This course is designed to facilitate real-world negotiations at work a	ate students in rethinking of negotiation as a problem-s nd other settings.	solving tool and improvi	ng their negotiating skills and	d confidence whe	n engaging in important		Co-Requisite/s		
Course C & Bloom		CO2- Students will be a able to u CO3- Students will be able to Ap CO4- Students will be able to An	to Remember to Recall and describe the fundamenta inderstand the roles and responsibilities of company d ply the provisions of Company Law to real-life scenaria alyze the legal issues arising from company operation aluate the impact of legal decisions and amendments	directors, shareholders, a los involving company m ns, mergers, acquisitions	and other key stakeholders.(neetings, resolutions, and do s, and winding up procedures	(BL2-Understand cumentation.(BL s.(BL4-Analyze)	d) 3-Apply)	n of companies.(BL1-R	emember)		
Coures E	Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✓ Gender X Human Values ✓ Environment X				SDC4(Quality education) SDG5(Gender equality) SDG10(Reduced inequalities) SDG17(Partnerships for the goals)					
				Part B							
Mo	dules		Contents				Pedagogy			Hours	
				Part C							
Modules			l'itle			dicative-ABCA/F periments/Field t Internships			Bloom's Level	Hours	
4	Analyze case studies of succes	ssful and unsuccessful negotiation	outcomes in multinational team environments.	PBL						15	
			ı	Part D(Marks Distrit	bution)						
				Theory			•				
Total Marks	Minimum Pa	assing Marks	External Evaluation	M	lin. External Evaluation		Internal Eva	luation	Min. Internal	Evaluation	
100	40		60	18			40				
	1		External Evaluation	Practical			1		1		
Total Marks	Min. External Evaluation Internal Evaluation Min. Internal Evaluation					Evaluation					
	1			Part E			I		1		
Во	bks	Cialdini, R. B. (2008). Influence: Lewicki, R., Barry, B. & Saunders	Science and practice. New York: Allyn and Bacon s, D. (2015). Essentials of Negotiation (6th ed.). McGra	aw Hill							
Arti	cles	Furlong, G. T. (2020). The conflic	t resolution toolbox: Models and maps for analyzing, d	diagnosing, and resolvin	g conflict. John Wiley & Son	s.					
Referenc	nd Make Decisions Acro ices. Pearson Prentice H	ss Cultural Boundaries (3rde Hall.	ed.). Jossey-Bass	3							
MOOC	ourses										

Course Articulation Matrix
P08 P09

PO10

PO11

PO12

PSO1

PSO2

PSO3

PO3

PO4

PO5

P06

P07

PO2

CO1 CO2 CO3 CO4



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Title of the Course	Social Media Marketing	<u> </u>												
Course Code	BMEC-801 MM[T]													
			Part A											
Year	4th	Semester	8th	Credits	L	T	P	С						
100	401	Comester	out.	orealis	3	0	0	3						
Course Type	Theory only													
Course Category	Discipline Specific Electiv													
Pre-Requisite/s	The student should have	udent should have knowledge of Social Media . Co-Requisitels												
Course Outcomes & Bloom's Level	CO2- Students will be a s CO3- Students will be abl CO4- Students will be abl	201- CO1. Students will be able to Remember to Recall and describe the fundamental concepts and principles of Company Law, including the formation, incorporation, and classification of companies (BL1-Remember) 202. Students will be a able to understand the roles and responsibilities of company directors, shareholders, and other key stakeholders, (BL2-Understand) 203. Students will be able to Positions of Company Lav to real-file scenarios involving company meetings, resolutions, and documentation (BL3-Apphy) 204. Students will be able to Analyze the legal issues arising from company operations, mergers, acquisitions, and winding up procedures, (BL4-Analyze) 205. Students will be able to Evaluate the impact of legal decisions and amendments in Company Lav on business practices and corporate governance (BL5-Evaluate)												
Coures Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics X Gender X Human Values X Environment X		SDG (Goals)	SDG4(Quality education) SDG17(Partnerships for the goals)										

	Part	В	
Modules	Contents	Pedagogy	Hours
	Part	C	

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
2	Evaluating a social media marketing plan for a Startup	PBL		15

Part D(Marks Distribution)												
Theory												
Total Marks	Total Marks Minimum Passing Marks External Evaluation Min. External Evaluation Internal Evaluation Min. Internal Evaluation											
100	40	60	18	40								
			Practical									
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation							

	Part E									
Books	Crittenden, V., & Crittenden, W. (2015). Digital and social media marketing in business education: Implications for the marketing curriculum. Evans, L. (2010). Social media marketing: strategies for engaging in Facebook, Twitter & other social media. Pearson Education.									
Articles	Alves, H., Fernandes, C., & Raposo, M. (2016). Social media marketing: a literature review and implications. Psychology & Marketing, 33(12), 1029-1038.									
References Books	Geho, P. R., & Dangelo, J. (2012). The evolution of social media as a marketing tool for entrepreneurial Executive, 17, 61. — Heinze, A., Fletcher, G., Rashid, T., & Cruz, A. (Eds.). (2020). Digital and social media marketing: a results-driven approach. Routledge. — Shen, C. W., Luong, T. H., Ho, J. T., & Digitalni, I. (2019). Social media marketing of IT service companies. Analysis using a concept-linking mining approach. Industrial Marketing Management. — Tuten, T. L., & Solimon, M. R. (2017). Social media marketing-approach. Industrial Marketing Management. — Tuten, T. L., & Solimon, M. R. (2017). Social media marketing-approach. Industrial Marketing Management. — Tuten, T. L., & Solimon, M. R. (2017). Social media marketing-approach. Industrial Marketing Management. — Tuten, T. L., & Solimon, M. R. (2017). Social media marketing-approach. Industrial Marketing Management. — Tuten, T. L., & Solimon, M. R. (2017). Social media marketing-approach. Industrial Marketing Management. — Tuten, T. L., & Solimon, M. R. (2017). Social media marketing-approach. Industrial Marketing Management. — Tuten, T. L., & Solimon, M. R. (2017). Social media marketing-approach. Industrial Marketing-approach. In									
MOOC Courses										
Videos	https://www.youtube.com/watch?v=12pwcAVonKl									

Course Articulation Matrix															
COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	2	-	-	-	-	-	-	-	-	-	1	-	1
CO2	1	2	1	1	-	-	-	-	-	-	-	-	2	1	-
CO3	1	1	-	2	-	-	-	-	-	-	-	-	1	1	1
CO4	2	1	-	1	-	-	-	-	-	-	-	-	1	-	-
CO5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1
COS	1	_	2	1		_	_	_	_	_	_	_	1	1	



	Title of the	Course	Financ	al Modeling															
	Course C	ode	BMEC	802 FM[T]															
								Part	^										
								Fait	n							L	т	Р	С
	Year		4th			Semester		8th						Credits		3	0	0	3
	Course 1	ype	Theor	only	-											↓	1	-	-
	Course Cat	egory	Discip	ne Specific Elective															
	Pre-Requi	site/s	Stude	t must have basic kn	wledge of accounting	concepts.							(Co-Requisite/s					
	Course Out & Bloom's	comes Level	CO3-	tudents will be able t tudents will be able t	able to Remember to to understand the ro Apply the provisions Analyze the legal is Evaluate the impact	of Company Law to sues arising from co	real-life scenarios mpany operations.	involving compo mergers, acquis	any meetings, re sitions, and wind	solutions, a na up proce	nd documentation.(E edures.(BL4-Analyz	BL3-Apply) e)	d classification of cor	npanies.(BL1-R	lemember)	·			
	Coures Ele	Gender X Human Values X Environment X								SDG (G	Goals)	SDG	4(Quality education)						
								Part I	В										
	Modu	les				Cont	ents						Pedagogy				Hours		
								Part (С										
Modul	es				Title				Indicative-ABCA/PBL/ Experiments/Field work/ Internships						Bloom's Lev	vel		Hou	ırs
5									PBL								15		
							Pe	art D(Marks D	Nietribution)										
								Theor											
Total Ma	ırks	Mi	nimum Passing I	arks		External Evaluation	n		Min. Extern	al Evaluatio	on		Internal Evaluation			Min. Interna	l Evaluat	ion	
100	4	0			60			18				40							
					•		,	Practic	cal										
Total Ma	ırks	Mi	nimum Passing I	arks		External Evaluation	n		Min. Extern	al Evaluatio	on		Internal Evaluation			Min. Interna	l Evaluat	ion	
								Part I	E										
	Book		Benni	ga, S. (2014). Financ	al Modelling (4th ed.)	. The MIT Press													
	Article		D: 1	D (0040) E		145													
	References				al Modelling (3rd ed.).	vviiey.													
	MOOC Co			al Statement Analysis		https://www.voc.toh-	com/untch?u===V	DKuuEmzot* 5	too-//ununu vo- t	o com/w-t-	h2u=Dn abvUI !=:0								
	video	5	nttps://	vww.youtube.com/wa	ch?v=ZH8Vw-j2Db4	nups://www.youtube	.com/watcn/v=mKt	onuuEmzoM ht	ıps.//www.youtu	e.com/wato	arrv∸Pp_qnxHUziQ								
							Co	ourse Articula	ation Matrix										
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	PO8	PO9	F	PO10	PO11	PO12	PSO1	PSO1 I			PSO3	
CO1	1	1	1	-	-	-	-	-	-	-		-	-	1		-		1	



Modules		Contents		Pedagogy		Hours	
		Part B					
Coures Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✓ Gender X Human Values X Environment X			SDG (Goals)	SDG4(Quality education)		
Course Outcomes & Bloom's Level	CO2- Students will be a able to un CO3- Students will be able to Appl CO4- Students will be able to Anal	to Remember to Recall and describe the fundamental concepts and principles of destraind the roles and responsibilities of company directors, shareholders, and by the provisions of Company Law to real-file scenarios involving company meetings the tegal issues arising from company operations, engreys, acquisitions, and full use the impact of legial decisions and amendments in Company Law on busine	other key stakeholders. ngs, resolutions, and do d winding up procedure	(BL2-Understand) ocumentation.(BL3-Apply) s.(BL4-Analyze)	companies.(BL1-Remember)		
	Students should have a basic unde communications, or information ted	ferstanding of marketing principles, familiarity with internet usage, and foundation ichnology is recommended.	media platforms. Prior coursework in marketing,	Co	o-Requisite/s		
Course Category	Discipline Specific Elective						
Course Type	Theory only						
Year	4th	Semester	8th			Credits	L T P C 3 0 0 3
		Part A					
Course Code	BMEC-802 MM[T]						
Title of the Course	Digital Marketing Analytics						

iii ou	mounts Com			, caagogy		110415	
		Pari	i C				
Modules		Title	Inc Exp	dicative-ABCA/PBL/ eriments/Field work/ Internships	Bloom's	Level	Hours
5	Developing a Comprehensive Dig	nital Marketing Campaign	PBI		BI 5-Evaluate		15

	Part D(Marks Distribution)												
Theory													
Total Marks Minimum Passing Marks External Evaluation Min. External Evaluation Internal Evaluation Min. Internal Evaluation Min. Internal Evaluation													
100	40	60	18	40									
			Practical										
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation								
İ													

	Part E
Books	Analyze a problem of a multinational corporation (MNC) entering a middle-east market. Hemann, C., & Burbary, K. (2018). Digital marketing analytics: Making sense of consumer data in a digital world.
Articles	Basu, R., Lim, W. M., Kumar, A., & Kumar, S. (2023). Marketing analytics: The bridge between customer psychology and marketing decision-making. Psychology & Marketing, 40(12), 2588-2611.
References Books	Hemann, C., & Burbary, K. (2023). Digital marketing analytics: In theory and in practice.
MOOC Courses	
Videos	https://www.youtube.com/watch?v=2VUgpNIF8ec

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	1	-	-	-	-	-	-	-	-	-	1	-	1
CO2	1	2	-	1	-	-	-	-	-	-	-	-	-	1	-
CO3	1	1	-	2	-	-	-	-	-	-	-	-	1	-	1
CO4	2	1	-	1	-	-	-	-	-	-	-	-	1	-	-
CO5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BBA_Hons

Title of the	e Course	Financial Statement Analysis												
Course	Code	BMEC-803 FM[T]												
				Part	A									
Ye	ar	4th	Semester		8th				Credits		L T P C 3 0 0 3			
Course	Туре	Theory only												
Course C	ategory	Discipline Specific Elective	ine Specific Elective											
Pre-Req	uisite/s	To gain ability to analyze financia apply valuation principles, to fam	al statements including consolidated financial statement niliarize with recent developments in the area of financial	s of group comp I reporting, to ga	anies and financial reports of vario ain ability to solve financial reporting	ous types of entities, to gain ab g and valuation cases.	lity to							
Course O & Bloom		CO2- Students will be a able to u CO3- Students will be able to Ap CO4- Students will be able to An	O1- CO1. Students will be able to Remember to Recall and describe the fundamental concepts and principles of Company Law, including the formation, incorporation, and classification of companies (BL1-Remember) O2-Students will be able to Apply the provisions of Company Law to real-file scenarios involving company meetings, resolutions, and documentation.(BL3-Apply) O4-Students will be able to Apply the provisions of Company Law to real-file scenarios involving company meetings, resolutions, and documentation.(BL3-Apply) O4-Students will be able to Apply the provisions of Company Law to real-file scenarios involving company meetings, resolutions, and documentation.(BL3-Apply) O4-Students will be able to Apply the provisions of Company Law to real-file scenarios involving company meetings, resolutions, and winding up procedures (BL4-Analyze) O5-Students will be able to Evaluate the impact of legal decisions and amendments in Company Law on business practices and corporate governance.(BL5-Evaluate)											
Coures E	ilements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics X Gender X Human Values X Environment X		s	SDG (Goals)	SDG12(F	ecent work and eco Responsible consup Partnerships for the	otion and pro						
				Part	В									
Mod	dules		Contents				Pedagogy			Hor	urs			
				Part	С									
Modules			Title			dicative-ABCA/PBL/ periments/Field work/ Internships		Bloom's Leve		Level	Hours			
5	Evaluate the ethical considerat	isclosure.	e. PBL BL5-Evaluate						15					
			P	Part D(Marks D	Distribution)									
				Theor	ry									
Total Marks	Minimum Pa	assing Marks		Min. External Evaluation Interna			rnal Evaluation Min. Internal E			luation				

	Part E
Books	Banerjee Ashok (2009). Financial Accounting a Managerial Perspective (3rded.). Excel Books. Brigham, E.F.& Houston, J.F. (2007). Fundamentals of Financial Management. Thomson
Articles	Barth, M. E., & Schipper, K. (2008). Financial reporting transparency. Journal of Accounting, Auditing & Finance, 23(2), 173-190.
References Books	Chandra P. (2015). Corporate Creation. New Dehi Tista Mc-Graw Hill. Damodaran A. (2006). Damodaran on Valulation. New York: Wiley and Sons
MOOC Courses	
Videos	

Min. External Evaluation

Internal Evaluation

Min. Internal Evaluation

External Evaluation

Total Marks

Minimum Passing Marks

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	-	-	-	-	1	1
CO2	-	1	2	-	-	-	-	-	-	-	-	-	1	-	-
CO3	-	1	-	-	-	-	-	-	-	-	-	-	-	2	1
CO4	1	-	-	2	-	-	-	-	-	-	-	-	1	-	3
CO5	-	1	-	3	-	-	-	-	-	-	-	-	-	-	1
000															1



				BBA_	110113									
Title of the	e Course	Green Marketing												
Course	Code	BMEC-803 MM[T]												
				Par	tA									
Yes	ar	4th	Semester	8th			Credit	s	1	L T		P 0	C 3	
Course	Туре	Theory only					ļ.							
Course C	ategory	Discipline Specific Elective	line Specific Elective											
Pre-Req	uisite/s	Student should have knowled	ge of marketing		Co-Requisite/s									
Course Outcomes & Bloom's Level CO1- CO2. Students will be able to Remember to Recall and describe the fundamental concepts and principles of Company, Law, including the formation, incorporation, and classification of companies (BL1-Remember) CO2- Students will be a able to understand the roles and responsibilities of company directors, shareholders, and other key stakeholders (BL2-Understand) CO3- Students will be able to Analyze the previsions of Company Law to real-file scenarios involving company meetings, resolutions, and documentation, BL2-Apply) CO4- Students will be able to Analyze the legisl assue arriang from company operations, mergers, acquisitions, and winding up procedures (BL3-Analyze) CO4- Students will be able to Analyze the Evaluate the impact of legisl decisions and amendments in Company Law to business practices and coorporate governance, (BL5-Evaluate)														
Coures E	ilements	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics X Gender X Human Values X Environment X			SDG (Goals)		SDG4(Quality education)							
				Par	t B									
Mod	dules		Contents				Pedagogy		Hours					
				Par	t C									
Modules			Title		Exper	cative-ABCA/ riments/Field Internships		E	Bloom's Leve	el		Ho	ours	
5	Developing a Sustainable Gree	n Marketing Campaign for a Ne	w Eco-Friendly Product		PBL			BL5-Evaluate			1	15		
			Pa		Distribution)									
				The	-		1	,						
Total Marks	Minimum Pa	ssing Marks	External Evaluation		Min. External Evaluation		Internal Evaluation			Min. Inter	nal Evalu	ation		
100	40		60 1	8			40							
				Prac			T	-						
Total Marks	Minimum Pa	ssing Marks	External Evaluation	Min. External Evaluation		Internal Evaluation Min. Internal Evaluation				ation				

	Part E
Books	Green Marketing: Opportunities and Challenges* by John and Irene Crowther
Articles	Mishra, P., & Sharma, P. (2014). Green marketing: Challenges and opportunities for business. BVIMR Management Edge, 7(1).
References Books	1. Various journal articles and case studies 2. https://www.igi-global.com/chapter/marketing-of-greener-products/230598
MOOC Courses	
Videos	https://www.youtube.com/watch?v=eKtG-jGzdRw

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	1	-	-	-	-	-	-	-		-	1	-	1
CO2	1	2	-	1	-	-	-	-	-	-	-	-	-	1	-
CO3	1	-	2	-	-	-	-	-	-	-	-	-	1	-	1
CO4	-	1	-	1	-	-	-	-	-	-	-	-	1	-	1
CO5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



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Title of the	Course	Measuring HRM	·		·	·	·								
Course C	Code	DCEC- 502 HR[T]													
				Part A											
Year		3rd	Semester	5th		Credits		L	T	P	С				
100		010	ociniosio.	ou.		Cidalis		3	0	0	3				
Course	Гуре	Theory only													
Course Ca	tegory	Disciplinary Major	dajor												
Pre-Requi	isite/s	Students should be familiar	uld be familiar with Management of Human Resource in Organizations. Co-Requisite/s												
Course Out & Bloom's	tcomes	CO1- CO1. Students will be able to Remember to Recall and describe the fundamental concepts and principles of Company Law, including the formation, incorporation, and classification of companies (BL1-Remember) CO2- Students will be a able to understand the roles and responsibilities of company directors, shareholders, BL2-Junderstand) CO3- Students will be able to Apply the provisions of Company Law to neal-file scenarios involving company meetings, resolutions, and documentation (BL3-Appty) CO4- Students will be able to Analyze the legal issues arising from company operations, mergers, acquisitions, and winding up procedures (BL4-Analyze) CO5- Students will be able to Valuate the impact of legal decisions and namediments in Company Law on tourisense procedure and company Law on tourisense procedures and company. Law of business procedures and company.													
Coures Ele	ements	Skill Development Entrepreneurship Employability Professional Ethics Gender Human Values Environment Karata		SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic gro	owth)									
				Part B											
Modu	iles		Contents			Pedagogy				Hours					
			·	Part C	_										
Modules	Modules Title					Indicative-ABCA/PBL/ Experiments/Field work/ Internships Internships					Hours				

15
_

Theory												
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation							
100	40	40	12	60								
			Practical									
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation							

	Part E
Books	Human Resource Management, 11th Edition by Gary Desseler, Publisher: Prentice-Hall of India JSBN 978-81-203-3443-4 Human Resource Management, by K Aswashthapa
Articles	Stone, D. L., & Deadrick, D. L. (2015). Challenges and opportunities affecting the future of human resource management. Human Resource Management Review, 25(2), 139-145.
References Books	Human Resource Management by R. Wayne Mondy, Pearson Publications, Delhi
MOOC Courses	https://www.udemy.com/coursei.ortification-course-in-human-resource-management/
Videos	$https://www.google.com/gasearch?q=videos%20tor%20human%20resource%20management%20ir%20english&tbm=&source=sh.iv/gsim2/5#ffpstate=ive&vid=cid:d210c08d,vid:aPEUKLxxh_k_st0$

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	-	-	-	-	-	-	-	-	-	-	-	3	2	1
CO2	2	2	3	3	-	-	-	-	-	-	-	-	2	1	1
CO3	2	-	3	3	-	-	-	-	-	-	-	-	1	2	1
CO4	-	2	1	1	-	-	-	-	-	-	-	-	3	1	1
CO5	-	1	-	1	-	-	-	-	-	-	-	-	2	1	1
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BComHons

	Title of the	Course	Strategic	egic Human Resource Management																
	Course	Code	DCEC-50	1 HR[T]																
								Part	٨											
	Yea	r	3rd			Semest	er		5th					Credits		L	T P C			
																4	0 0 4			
	Course		Theory or																	
	Course Ca			Specific Elective																
	Pre-Requ	isite/s				Resource Manageme								Co-Requisite/s						
	Course Ou & Bloom's	tcomes s Level	CO3- Stu	dents will be able to dents will be able to	Apply the provisions Analyze the legal is	s of Company Law to sues arising from co	real-life scenarios i mpany operations, n	involving com; neraers, acau	inciples of Company La Iders, and other key sta sany meetings, resolution sitions, and winding up on business practices	ns, and do procedures	cumentation.(Bl s.(BL4-Analyze)	_3-Apply)	ssification of co	mpanies.(BL1-Reme	mber)					
	Coures El	ements	Entreprer Employat Professio Gender > Human V	Skill Development /								SDG (Goals) SDG4(Quality education)								
								Part	В											
	Mode	ules				Cont	ents					Р	edagogy			Ног	irs			
								Part	С											
Modul	les				Title					In: Exp	dicative-ABCA/ periments/Field Internships	work/		Bloom's Level			Hours			
2		Evaluating a Strategic H	R Plan for a Startu	ıp					PBL					BL4-Analyze			15			
								Part	С											
Modul	les				Title					In: Exp	dicative-ABCA/ periments/Field Internships	work/		E	Bloom's Lev	vel	Hours			
5		Developing an Integrate	d Marketing Comn	nunication Plan for E	Irand Promotion				PBL					BL3-Apply			15			
							Pa	rt D(Marks	Distribution)							<u>.</u>				
								Theo	ry			1								
Total Ma			num Passing Mar	ks		External Evaluation			Min. External Eva	luation			rnal Evaluation	ı		Min. Internal Eval	uation			
100		40			60		1	18				40								
								Practi				ı								
Total Ma	arks	Minin	num Passing Mar	ks		External Evaluation	1		Min. External Eva	luation		Int	rnal Evaluation				uation			
	·							Part	E											
	Book	(S	1. V.S.P.F Publication	Rao, Human Resour n,2013,14th Edition	ce Management(Tex	t and Cases) Himala	ya Publications, Thi	irteenth Edition	n. 2. Durai Praveen, Hu	man Resou	urce Managemer	nt PearsonPublication	,2nd Edition. 3.	Gary Dessler and Biji	u Varkkey H	luman Resource Manag	ement, Person			
	Articl	es	Boon, C.,	Eckardt, R., Lepak,	D. P., & Boselie, P. ((2018). Integrating st	rategic human capita	al and strategi	c human resource man	agement. T	The International	Journal of Human R	source Manage	ment, 29(1), 34-67.						
	References		Seema Sa	anghi,Human Resou	rceManagement,Vik	asPublications,2014	,5thEdition. K.Aswa	thappa, Huma	n Resource Managem	ent, McGrav	w HillEducation,	2013, 7thEdition.								
	MOOC Co																			
	Video	os	https://ww	w.youtube.com/wate	ch?v=tNTrgjl6lTo&lis	t=PLOzRYVm0a65e	y68FxO33DwMsBi2	HO3hnR												
							Co	urea Articul	ation Matrix											
COs	PO1	PO2	PO3	PO4	P05	P06	P07	PO8	PO9	PO10		PO11	PO12	PSO1		PSO2	PSO3			
CO1	1	-	2	-	-	-	-	-	-	-		-	-	1		-	1			
CO2	1	2	1	1	-	-	-	-	-	-		-	-	2		1	-			
CO3	1	1	-	2	-	-	-	-	-	-		-	-	1		1	1			
CO4	2	1		1	-	-	-	-	-	-		-	-	1		-	-			
CO5	1	-	1	-	-	-	-	-	-	-		_	-	-		-	1			



BComHons

Title of the Course	-											
Course Code	DCEC-501 MM[T]											
Title of the Course Course Code DCEC-501 MM[T] Part A Year Tedry only Course Type Theory only Course Category Discipline Electives Students will be able to Remember to Recall and describe the fundamental concepts and principles of Company Law, including the formation, incorporation, and classification of companies (BL-Remember) COS-Students will be able to Remember to Recall and describe the fundamental concepts and principles of Company Law, including the formation, incorporation, and classification of companies (BL-Remember) COS-Students will be able to Remember to Recall and describe the fundamental concepts and principles of Company Law, including the formation, incorporation, and classification of companies (BL-Remember) COS-Students will be able to more instant of the roles and responsibilities of company and other key stakeholders, (BL-2-Indentated) COS-Students will be able to Evaluate the impact of legal decisions and amendments in Company Law on business practices and corporate governance, (BL-S-valuate) Since Professional Erica X Conder X Human Values V Environment X Part B												
			511	0	L	T	P	С				
Year	3rd Semester		oth	Credits	4	0	0	4				
Course Type	Theory only											
Course Category	Discipline Electives	Siscipline Electives										
Pre-Requisite/s	Students should have b	asic understanding of service marketing.		Co-Requisite/s								
8 Diagram I and	CO3- Students will be a	ble to Apply the provisions of Company Law to real-life	scenarios involving company meetings, resolutions,	and documentation.(BL3-Apply)	.(BL1-Remember)						
Coures Elements	Entrepreneurship ✓ Employability ✓ Professional Ethics X Gender X Human Values ✓		SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)								
			Part B									
Modules		Contents		Pedagogy			Hours					

Modules	Title	Experiments/Field work/ Internships	Bloom's Level	Hours
4	Students will evaluate different service recovery strategies used by airlines to handle service failures and enhance customer loyalty.	PBL	BL5-Evaluate	15
	Part D(Marks	Distribution)		

Part D(Marks Distribution) Theory											
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation						
100	40	40	12	60							
			Practical								
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation						

	Part E
Books	Fisk, R. P., Grove, S. J., & John, J. (2019). Services marketing interactive approach (5th ed.).
Articles	Mogaji, E., Soetan, T. O., & Kieu, T. A. (2020). The implications of artificial intelligence on the digital marketing of financial services to vulnerable customers. Australasian Marketing Journal, j-ausmj.
References Books	Lovelock, C., & Wirtz, J. (2019). Services Marketing: People, Technology, Strategy (9th ed.). World Scientific.
MOOC Courses	
Videos	https://www.youtube.com/watch?v=WutTp3C3NXs

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	-	2	-	-	-	-	-	-	-	-	1	-	-
CO2	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1
CO3	1	-	1	-	-	-	-	-	-	-	-	-	-	2	-
CO4	-	1	-	2	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	1	-	-	-	-	-	-	-	-	-	1	-	2
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BComHons

Title of th	Course	Financial Markets and Institution	arkets and Institutions									
Course	Code	DCEC-502 FM[T]	MIT)									
			Part A									
Ye		3rd	Semester	5th		Credits		L	Т	P	С	
10	31	Sid	Semester	Juli		Credits		4	0	0	4	
Course	Туре	Theory only										
Course C	ategory	Discipline Specific Elective										
Pre-Req	uisite/s	A bird's eye view on the basic of	concepts of financial markets is desirable.			Co-Requisite/s						
Course O & Bloom		CO2- Students will be a able to CO3- Students will be able to A CO4- Students will be able to A	le to Remember to Recall and describe the fundamental understand the roles and responsibilities of company di pply the provisions of Company Law to real-life scenario unalyze the legal issues arising from company operation valuate the impact of legal decisions and amendments i	irectors, shareho os involving com s mergers acqu	olders, and other key stakeholders. (BL2-U pany meetings, resolutions, and documen usitions, and winding up procedures (BL4	Inderstand) htation.(BL3-Apply) -Analyze)	mpanies.(BL1-Remer	nber)				
Coures E	lements	Skill Development ✓ Entrepreneurship X Employability X Professional Ethics X Gender X Human Values X Environment X			SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG17(Partnerships for the goals)						
				Part	1B							
Mod	lules		Contents			Pedagogy				Hours		
				Part	ı C			•				
Modules			Title		Experime	ve-ABCA/PBL/ ents/Field work/ ernships	В	Bloom's Level		н	ours	
2	Exploring Emerging Trends in F	inancial Markets and Services			PBL		BL5-Evaluate 15					
				Part D(Marks								
Total Marks	Minimum Pa	ssing Marks	External Evaluation	1	Min. External Evaluation	Internal Evaluation	n		Min. Internal E	valuation		
100	40		40	12		60						
		Practical										
Total Marks	Minimum Pa	ssing Marks	External Evaluation		Min. External Evaluation	Internal Evaluation	n		Min. Internal E	valuation		
			1									
				Part	tE							
Boo	ks	M.Y. Khan, Indian Financial Sys	stem, 6th Edition, TMH H. R. Machiraju, Indian Financial	l System, 4th Edi	ition, Vikas Publishing House.							
Artic	les	Bosworth, B. P., Burtless, G., &	Bryant, R. C. (2004). The impact of aging on financial m	narkets and the e	economy: A survey. Brookings.							
Reference	s Books	Bond, P., Edmans, A., & Goldste	ein, I. (2012). The real effects of financial markets. Annu	ı. Rev. Financ. Ed	con., 4(1), 339-360							
MOOC C	ourses											

PO8 PO9

PO2

CO1 CO2 CO3 CO4 CO5 PO5

PO10

PO11

PO12

PSO1

PSO2

PSO3



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				BCOIII	TIONS							
Title of the	e Course	Sales Management										
Course	Code	DCEC-502 MM[T]	502 MM[T]									
	Part A											
								L	Т	Р	С	
Ye	ar	3rd	Semester	5th			Credits	4	0	0	4	
Course	Туре	Theory only										
Course C	ategory	Discipline Specific Electiv	re									
Pre-Req	uisite/s	A fundamental understand	ding of sales process is desirable.				Co-Requisite/s					
Course O & Bloom	utcomes 's Level	CO2- Students will be a a CO3- Students will be abl CO4- Students will be abl	1. Students will be able to Remember to Recall and describe the fundamental concepts and principles of Company Law, including the formation, incorporation, and classification of companies (BL1-Remember) dents will be a able to understand the roles and responsibilities of company directors, shareholders, and other key stakeholders (BL2-Understand) and other stands of the property									
Coures E	ilements	Skill Development ✓ Entrepreneurship X Employability X Professional Ethics X Gender X Human Values X Environment X		SDG (Goals)	SDG4(Quality education) SDG8(Decent work and of SDG12(Responsible con	economic growth)					
				Par	t B							
Mod	dules		Contents				Pedagogy			Но	ours	
				Par	t C							
Modules			Title			Indicative-ABCA/I Experiments/Field Internships			Bloom's Level		Hours	
3	Sales Strategy Development an	d Sales Force Effectivenes	ss Assessment		PBL			BL3-Apply			15	
		Part D(Marks Distribution)										
Total Marks	Minimum Pa	esina Marke	External Evaluation	The	ory Min. External Eval	uation	Internal Evaluation		Mir	n. Internal Eva	aluation	
100	40	g munu	40	12	External Eval		60					
			1 -	Prac	tical		· ·					
Total Marks	Minimum Pa	ssing Marks										

Part	Е

Books	Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, Sales Management: Decisions, Strategies & Cases, Pearson Publications
Articles	Weitz, B. A., & Bradford, K. D. (1999). Personal selling and sales management: A relationship marketing perspective. Journal of the academy of marketing science, 27, 241-254.
References Books	Panda Tapan K., Sahadev Sunil, Sales & Distribution Management, Oxford Publications.
MOOC Courses	https://www.coursera.org/professional-certificates/sales-development-representative
Videos	https://www.google.com/gasearch?q=videos%20cn%20personal%20selling%20and%20sales%20force%20management%20in%20english8tbm=8source=sh/v/gs/m2/5ffpstate=ive&vid=cid_518c4045,vid.nsUnOmK_KM.st.0

							Co	urse Articulation	Matrix						
COs	PO1	PO2	PO3	PO4	P05	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	2	-		-	-	-	-	-	-	-	-	1	1
CO2	2	-	-	2	-	-	-	-	-	-	-	-	1	-	3
CO3	-	-	1	2	-	-	-	-	-	-	-	-	-	1	1
CO4	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
CO5	1	-	-	2	-	-	-	-	-	-	-	-	1	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



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				BCOIII	nona						
Title of the	Course	Investment Analysis									
Course	Code	DCEC-601 FM[T]	FM(T)								
	Part A										
Yea	r	3rd	Semester	6th		Credits	-	4	T 0	P 0	C 4
Course	Туре	Theory only									
Course Ca	ategory	Discipline Specific Elective	i e								
Pre-Requ	isite/s	A bird's eye view on the ba	sic concepts of investment and financial markets is desirable	L.		Co-Requisite/s					
Course Ou & Bloom's	tcomes	CO2- Students will be a ab CO3- Students will be able CO4- Students will be able CO5- Students will be able	e able to Remember to Recall and describe the fundamental let to understand the roles and responsibilities of company di to Apply the provisions of Company Law to real-life scenario to Analyze the legal issues arising from company operations to Evaluate the impact of legal decisions and amendments in	rectors, shareho s involving com i. mergers, acqu	olders, and other key stakeholders. (BL2-U pany meetings, resolutions, and documen disitions, and winding up procedures. (BL4-	Inderstand) htation.(BL3-Apply) -Analyze)	mpanies.(BL1-Remembe	er)			
Coures Ek		Skill Development ✓ Entrepreneurship X Employability X Professional Ethics ✓ Gender ✓ Human Values ✓ Environment X			SDG (Goals)	SDG1(No poverty) SDG4(Quality education) SDG8(Qecent work and economic growth) SDG10(Reduced inequalities) SDG12(Responsible consuption and produc SDG13(Climate action) SDG17(Partnerships for the goals)	tion)				
	Part B										
Mode	ules	Contents Pedagogy Hours									
	Part C										
Modules			Title		Indicative-ABCAI/PBL/ Experiments/Field work/ Intensitips Intensitips					ı	Hours
3	Portfolio Optimization Strategies for Wealth Management PBL						BL3-Apply			15	

	Theory								
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation				
100	40	40	12	60					
			Practical						
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation				
1									

	Part E
Books	Prasanna Chandra, Investment Analysis & Portfolio Management, 6th Edition, TMH.
Articles	Jha, L. D. N., Mishra, R. S., & Bhome, S. (2016). Investment Analysis And Portfolio Managemen
References Books	Bodie, Z., Kane, A., & Marcus, A. J. (2020). Investments (11th ed.). McGraw-Hill Education.
MOOC Courses	https://ugcmoocs.inflibret.ac.in/index.php/courses/view_pg/398
Videos	https://www.google.com/gasearch?q=videos%20om%20investement%20analysis%20and%20portfolio%20management%20%20in%20english&tbm=&source=shk/tgs/m2/5#fpstate=ive&k/d=cid:c6758124,vid:xXL55LKcLIA,st0&vuanr=4

							Co	urse Articulation	Matrix						
COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	-	-	2	-	-	-	-	-	-	-	-	-	1	1
CO2	-	1	-	2	-	-	-	-	-	-	-	-	-	-	2
CO3	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-
CO4	1	-	2	-	-	-	-	-	-	-	-	-	1	-	-
CO5	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



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				BComnons							
Title of the	Course	Organizational Development									
Course 0	Code	DCEC-601 HR[T]	-801 HR[T]								
	<u>.</u>			Part A							
Year		3rd	Semester	6th		Credits		L	T	Р	С
Tear		Siu	Semester 6th Credits 4 0 0							0	4
Course '	Туре	Theory only		•	•		•				
Course Ca	ategory	Discipline Specific Elective									
Pre-Requ	isite/s	The students should come	prepared with provided handouts and subject matter.			Co-Requisite/s					
Course Ou & Bloom's	tcomes s Level	CO2- Students will be a abl CO3- Students will be able CO4- Students will be able	a able to Remember to Recall and describe the fundamental or le to understand the roles and responsibilities of company fer to Apply the provisions of Company Law to real-life scenarios to Analyze the legal issues arising from company operations, or to Evaluate the impact of legal decisions and amendments in	ctors, shareholders, and other key stakeholders involving company meetings, resolutions, and of mergers, acquisitions, and winding up procedure	.(BL2-Understand) ocumentation.(BL3-Apply) es.(BL4-Analyze)	nd classification of com	npanies.(BL1-Remember)				
Coures Ele	ements	Skill Development V Entrepreneurship X Employability X Professional Ethics X Gender X Human Values X Environment X		SDG (Goals)	SDG4(Quality educe SDG5(Gender equa SDG8(Decent work)				
		Part B									
Modu	ules		Contents			Pedagogy			Н	ours	
			·	Part C							
Modules		Indicative-ABCA/PBL/ Title Experiments/field world Bloom's Level Hours									

		į.	Part D(Marks Distribution)					
	Theory							
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation			
100	40	40	12	60				
	Practical							
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation			

BL5-Evaluate

Implementing Change Management Strategies for Organizational Transformation

	Part E
Books	Thomas G Cummings and Christopher G Worfi, Theory of Organization Development and Change, ninth edition, Cengage Learning.
Articles	Schein, E. H. (1985). Increasing organizational effectiveness through better human resource planning and development. Readings in human resource management, 376
References Books	Wendell L. French, Cecil H Bell, Jr. and VeenaVohra, Organization Development, sixth edition, Pearson Education. Barbara Senior and Jocelyne Fleming, Organizational Change, Pearson Education. Businesses create Success stories. Humanistic Management Network.
MOOC Courses	https://www.coursera.org/learn/leadership-development-planning
Videos	https://www.google.com/gasearch?q=videos%20on%20human%20resource%20planning%20and%20development%20in%20english&tbm=&source=sh/x/gs/m2/5#fpstate=ive&v/d=cid:3640d1ad.yid:-ncl-339Rks,st:0

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	P09	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	2	-	-	-	-	-		-			-	2	1
CO2	2	1	1	-	-	-	-	-	-	-	-	-	2	1	-
CO3	1	1	-	1	-	-	-	-	-	-	-	-	-	1	1
CO4	-	2	3	-	-	-	-	-	-	-	-	-	1	-	1
CO5	-	1	2	-	-	-	-	-	-	-	-	-	2	1	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



				BCom	Hons									
Title of the	Course	Consumer Behaviour												
Course	Code	DCEC-601 MM[T]												
				Parl	t A									
Yea	ar	3rd	Semester	6th			Credits	3	L 4	T 0	P 0	C 4		
Course	Туре	Theory only		1					1		1	1		
Course C	ategory	Discipline Specific Elective	oline Specific Elective											
Pre-Requ	uisite/s	Consumer behavior draws heavily on the disciplines of psychology, economics, sociology and anthropology. Co-Requisite/s												
Course Ot & Bloom		CO2- Students will be a able t	able to Remember to Recall and describe the fundamental con- to understand the roles and responsibilities of company discen- to Apply the provisions of Company Law to real-life scenarios invo o Analyze the legal issues arising from company operations, mee to Evaluate the impact of legal decisions and amendments in Con-	rs, shareho olving com	olders, and other key stakeholders. (E pany meetings, resolutions, and doc uisitions, and winding up procedures	L2-Understa umentation.(B (BL4-Analyze	nd) BL3-Apply)	mpanies.(BL1-Remember)						
Coures El	lements	Skill Development Entrepreneurship Employability Professional Ethics Gender Human Values Environment X			SDG (Goals)		SDG4(Quality education) SDG12(Responsible consuption and SDG17(Partnerships for the goals)	production)						
				Part	t B									
Mod	lules		Contents				Pedagogy			H	lours			
				Part	t C									
Modules			Title		Ind Expe	icative-ABCA eriments/Field Internships	d work/	Bloom's	om's Level		н	lours		
5	Market Research and Analysis	of Consumer Purchase Decisi	ions		PBL			BL4-Analyze			15			
			Part	D/Marks	Distribution)									
			Tait	The										
-														

	Part E
Books	Schiffman and Kanuk, Consumer Behaviour, Pearson Education.
Articles	Cohen, J. B., Pham, M. T., & Andrade, E. B. (2018). The nature and role of affect in consumer behavior. In Handbook of consumer psychology (pp. 306-357). Routledge.
References Books	Michael R. Solomon, Consumer Behaviour- Buying, Having and Being, Prentice Hall of India.
MOOC Courses	https://www.coursera.org/learn/market-researchifmodules
Vidoos	http://www.google.com/google/20-uidgool/20-google/20-google/20-uidgool/20-google/20-go

Minimum Passing Marks

Min. External Evaluation

Min. Internal Evaluation

Course Articulation Matrix															
COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	-	-	2	1	-	-	-	-	-	-	-	-	-	2	1
CO2	2	-	-	2	-	-	-	-	-	-	-	-	-	-	1
CO3	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-
CO4	-	2	1	-	-	-	-	-	-	-	-	-	1	-	-
CO5	1	-	2	-	-	-	-	-	-	-	-	-	1	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



Title of the	Course	Portfolio Management									
Course	Code	DCEC-602 FM[T]									
				Part	A						
Yea	ar	3rd	Semester	6th		Credits	L 4	T 0	P C 0 4		
Course	Туре	Theory only		,		*		*	•		
Course C	ategory	Discipline Specific Elective	9								
Pre-Requ	uisite/s	A bird's eye view on the ba	asic concepts of investment and financial markets is desirable	L.		Co-Requisite/s					
Course Oi & Bloom'	atcomes	CO3- Students will be able	se able to Remember to Recall and describe the fundamental ole to understand the roles and responsibilities of company die to Apply the provisions of Company Law to real-life scenario to Apply the provisions of Company Law to real-life scenario to Analyze the legal sissue artising from company operations to Evaluate the impact of legal decisions and amendments is	s involving com	pany meetings, resolutions, and documer	ntation.(BL3-Apply)	mpanies.(BL1-Remember)			
Coures El	lements	Skill Development ✓ Entrepreneurship X Employability X Professional Ethics ✓ Gender ✓ Human Values ✓ Environment X			SDG (Goals)	SDG1(No poverty) SDG4(Quality education) SDG4(Quaert work and economic growth) SDG10(Reduced inequalities) SDG12(Responsible consuption and produc SDG13(Climate action) SDG17(Partnerships for the goals)	ttion)				
				Part	В						
Mod	lules		Contents			Pedagogy			Hours		
				Part	С						
Modules			Title		Experime	re-ABCA/PBL/ ents/Field work/ ernships	Bloon	n's Level	Hours		
3	Portfolio Optimization Strategies	s for Wealth Management		PBL BL3-Apply					15		

Theory												
Total Marks Minimum Passing Marks External Evaluation Min. External Evaluation Internal Evaluation Min. Internal Evaluation												
100	40	40	12	60								
			Practical									
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation							

	Part E
Books	Prasanna Chandra, Investment Analysis & Portfolio Management, 6th Edition, TMH.
Articles	Jha, L. D. N., Mishra, R. S., & Bhome, S. (2016). Investment Analysis And Portfolio Managemen
References Books	Bodie, Z., Kane, A., & Marcus, A. J. (2020). Investments (11th ed.). McGraw-Hill Education.
MOOC Courses	https://ugemoocs.inflibnet.ac.in/index.php/courses/view_pg/398
Videos	https://www.google.com/gasearch?q=videos%20om%20investement%20analysis%20and%20portfolio%20management%20%20in%20english&tbm=&source=sh/x/gsim2/5#fpstate=ive&vid=cid:c6758124,vid=x1L55LKcLlA,st0&vuanr=4

Course Articulation Matrix															
COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	2	-	-	-	-	-	-	-	-	-	1	-
CO2	1	-	2	-	-	-	-	-	-	-	-	-	-	2	-
CO3	-	3	-	3	-	-	-	-	-	-	-	-	1	-	2
CO4	1	-	2	-	-	-	-	-	-	-	-	-	1	-	-
CO5	-	2	-	2	-	-	-	-	-	-	-	-	1	1	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BComHons

Title of the	e Course	Design thinking In HR													
Course	Code	DCEC-602 HR[T]													
				Par	rt A		1			1.		_	T_		
Ye	ar	3rd	Semester	6th			С	redits		L	-	Р	С		
										3	0	0	3		
Course		Theory only													
Course C	Category	Discipline Electives													
Pre-Req	uisite/s	The students will have Basic un	nderstanding of human resource management principles and	d organization	onal behavior.		Co-R	equisite/s							
Course O & Bloom		CO2- Students will be a able to CO3- Students will be able to A CO4- Students will be able to A	le to Remember to Recall and describe the fundamental con understand the roles and responsibilities of company direct, pply the provisions of Company Law to real-life scenarios in analyze the legal issues arising from company operations, me valuate the impact of legal decisions and amendments in Co	ors, shareho volving com ergers, acqu	olders, and other key stakeholders. (I npany meetings, resolutions, and doc unsitions, and winding up procedures	BL2-Understand) cumentation.(BL3- (BL4-Analyze)	Apply)	mpanies.(BL1-Reme	mber)						
Coures E		Skill Development Entrepreneurship Employability Professional Ethics Gender Human Values Environment			SDG (Goals)		SDG5(Gender equality) SDG8(Decent work and econo SDG10(Reduced inequalities) SDG16(Peace Justice and stro SDG17(Partnerships for the go	ng institutions)							
				Par	rt B										
Mod	dules		Contents				Pedagogy	Pedagogy				Hours			
				Part	rt C										
Modules			Title		Inc Exp	licative-ABCA/PE eriments/Field w Internships	BL/ ork/	В	Bloom's Level			Но	urs		
5	Redesigning the Onboarding Pr	ocess for Increased Employee E	ngagement		PBL			BL5-Evaluate			15				
			Part	t D(Marks	s Distribution)										
				The	eory										
Total Marks	Minimum Pa	ssing Marks	External Evaluation	Min. External Evaluation			Internal Evaluation			Min. Inter	nal Evaluat	ion			
100	40		60 18	18 40		40									
			<u> </u>	Pract	etical										
Total Marks	Minimum Pa	num Passing Marks External Evaluation Min. External Evaluation Internal Evaluation Min. Internal Evaluation													

Part E

Kelley, D., & Kelley, T. (2013). Creative confidence: Unleashing the creative potential within us all. Harper Perennial.

Solitto, M. C., Ployhart, R. E., & Yu, N. (2019). Rethinking human resource management through design thinking: A review and research agenda. Human Resource Management Review, 29(2), 100718.

Martin, R. L. (2019). The design of business: Why design thinking is the next competitive advantage. Harvard Business Review Press.

https://www.youtube.com/watch?v=_-e0ByXVdTs

Books
Articles
References Books
MOOC Courses
Videos

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	P05	P06	P07	P08	P09	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1		1	1	-	-	-	-	-	1	-	1
CO2	1	-	2	-	1	-	1	2	-	-	-	-	-	2	-
CO3	-	2	-	3	-	2	-	-	-	-	-	-	1	-	-
CO4	-	3	-	1		-	1	-	-	-	-	-	-	-	3
CO5	1	-	1	-	2	-	-	3	-	-	-	-	-	1	-
CO6	-	1	-	1		3	-	-		-	-	-	1	-	1



Title of the Course	Brand Management											
Course Code	DCEC-602 MM[T]											
			Part A									
Year	3rd	Semester	6th	Credits	L	Т	P	С				
Teal	Sid	Semester	Credita	4	0	0	4					
Course Type	Theory only				•	•	•	•				
Course Category	Discipline Specific Elective	1										
Pre-Requisite/s	The students should come	tudents should come prepared with provided handouts and subject matter. Co-Requisite/s										
Course Outcomes & Bloom's Level	CO2- Students will be a ab CO3- Students will be able CO4- Students will be able	e able to Remember to Recall and describe the fundamental or let to understand the roles and responsibilities of company dire to Apply the provisions of Company Law to real-life scenarios to Analyze the legal issues arising from company operations, to Evaluate the impact of legal decisions and amendments in	ctors, shareholders, and other key stakeholders. (BL2-I involving company meetings, resolutions, and docume mergers, acquisitions, and winding up procedures. (BL4	ntation.(BL3-Apply) -Analyze))							
	Skill Development ✓ Entrepreneurship X Employability X Professional Ethics X Gender X Human Values X Environment X		SDG (Goals)	SDG4(Quality education) SDG11(Sustainable cities and economies)								
			Part B									
Modules		Contents		Pedagogy			Hours					
	100											

P	art D(Marks Distribution)		
	Theory		

	Theory										
Total Marks Minimum Passing Marks External Evaluation Min. External Evaluation Internal Evaluation Min. Internal Evaluation											
100	40	40	12	60							
			Practical								
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation						

٦a	rt	Ε	

Books	Advertising and Promotions -an IMC perspective by Kruti Shah & Alen D'Souza (TATA Mc GRAW HILL)
Articles	Meenaghan, T. (1995). The role of advertising in brand image development. Journal of product & brand management, 4(4), 23-34
References Books	Advertising Management 5th edition by Rajeev Batra, John G. Myersand David A Aaker (Prentice-Hali India)
MOOC Courses	https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/222
Videos	https://www.google.com/gasearch?q=videos%20on%20advertising%20ard%20brand%20brand%20management%20im%20english&tbm=8.source=shivlgsim2/5ffpstate=ive&vld=cid.686bde52_vid:0dX0gSXFm8g_st:0

COs	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	-	1		-	-	-	-	-	-	-	-	1	-	2
CO2	2	-	-	1	-	-	-	-	-	-	-	-	-	2	1
CO3	1	-	1		-	-	-	-	-	-	-	-	1	1	-
CO4	1	-	1	-	-	-	-	-	-	-	-	-	1	-	2
CO5	-	1	-	2	-	-	-	-	-	-	-	-	-	-	2
CO6	-	-	-	-	-	-	-	-	-		-	-	-	-	-



BComHons

Title of the	Course	Merchant Banking and Financial Services											
Course	Code	DCEC-701 FM[T]	701 FM[T]										
			Part	Α									
Yea	r	4th	Semester	7th			Credits	L T P C 3 0 0 3					
Course	Туре	Theory only											
Course Ca	ategory	Discipline Specific Elective	rojpline Specific Elective										
Pre-Requ	Pre-Requisite's the course will examine the present status and developments that are taking place in the financial services sector and developing an integrated knowledge of the functional areas of financial services industry in the real-world situation.												
Course Outcomes & Bloom's Level COS Students will be able to Remember to Recall and describe the fundamental concepts and principles of Company Law, including the formation, incorporation, and classification of companies.(BL1-Remember) COS Students will be a able to understand the roles and responsibilities of company directors, shareholders, and other key stakeholders. (BL2-Understand) COS Students will be able to Apply the provisions of Company Law to retailite scenarios involving company meetings, resolutions, and documentation (BL3-Apply) COS Students will be able to Apply the provisions of Company Law to retailite scenarios involving company meetings, resolutions, and documentation (BL3-Apply) COS Students will be able to Apply the provisions of Company Law to retailite scenarios involving company precipies of Company Law to Students (BL4-Apply) COS Students will be able to Apply the provisions of Company Law to Students of Company Law to Students (BL4-Apply) COS Students will be able to Apply the provisions of Company Law to Students on Company (BL4-Students) COS Students will be able to Apply the provisions of Company Law to Students on Company (BL4-Students) COS Students will be able to Apply the provisions of Company Law to Students on Company (BL4-Students) COS Students will be able to Apply the provisions of Company Law to Students on Company (BL4-Students) COS Students will be able to Apply the provisions of Company Law to Students on Company (BL4-Students) COS Students will be able to Apply the provisions of Company Law to Students on Company (BL4-Students) COS Students will be able to Apply the provisions of Company Law to Students on Company (BL4-Students) COS Students will be able to Apply the provisions of Company Law to Students on Company (BL4-Students) COS Students will be able to Apply the provisions of Company Law to Students on Company (BL4-Students) COS Students will be able to Apply the provisions of Company Law to Students on Company (BL4-Students) COS Students will b													
Coures El	ements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✓ Gender X Human Values ✓ Environment X		SD	G (Goals)	SDG9(Industr SDG10(Redu	t work and economic growth y Innovation and Infrastruct ced inequalities) erships for the goals)	n) uure)					
•			Part I	3									
Mode	ules		Contents		Pe	dagogy		He	ours				
			Part (
Modules			Title		licative-ABCA/PBL/ eriments/Field work/ Internships		Bloom's	s Level	Hours				
5	Evaluate the potential impacts of	of cultural, legal, and financial diff	erences on the success of the transaction.	PBL			BL5-Evaluate		15				
	Part D(Marks Distribution)												

	Theory									
Total Marks Minimum Passing Marks External Evaluation Min. External Evaluation Internal Evaluation Min. Internal Evaluation										
100	40	60	18	40						
	Practical									
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					

Part E

Books Paul, H. (2014), Fundamentals of Risk Management. (3rded.) Kogan Page Publishers.
MacDonald, S. S., & Koch, T.W. (2015), Bank Management (8th ed.): Cengage Learning

Articles Schrader, H. (2019). Moneylenders and merchant bankers in India and Indonesia. In Financial Landscapes Reconstructed (pp. 341-356), Routledge.

References Books Madura, J. (2018). Financial Markets and Institutions. (12h ed.). Thomson Business Information.

MOCC Courses

Videos https://www.youtube.com/watch?v=Rg|1b6twy.j8&iist=PLk2KOLISNw3DvBrfuZizyZj0adDysC75Q

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	2	-	-	-	-	-	-	-	-	-	1	-	-
CO2	-	1	-	2	-	-	-	-	-	-	-	-	-	2	-
CO3	-	-	3	-	-	-	-	-	-	-	-	-	-	-	3
CO4	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-
CO5	-	1	-	-	-	-	-	-	-	-	-	-	-	1	1
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



	Title of the	Course	Talent Ma	anagement														
	Course (DCEC-70															
									_									
								Part	A						l,	т	Р	С
	Year		4th			Semes	ster		7th				Cr	edits	3	0	0	3
	Course '	Гуре	Theory o	inly											•			
	Course Ca	tegory	Disciplin	e Specific Elective														
	Pre-Requi	site/s	The sylla significan	bus is intended to he	lp students identify l ng and managing tal	best practices and ap ent.	pproaches for talent	management	. The course is designed for	students and executiv	es who will be		Co-Re	quisite/s				
	Course Ou & Bloom's	comes Level	CO2- Str CO3- Str CO4- Str	udents will be a able to udents will be able to udents will be able to	o understand the ro Apply the provisions Analyze the legal is:	les and responsibiliti of Company Law to sues arising from co	ies of company direct real-life scenarios i mpany operations, n	ctors, shareho involving comp nergers, acqu	inciples of Company Law, in Iders, and other key stakeho sany meetings, resolutions, isitions, and winding up prod on business practices and of	olders.(BL2-Understar and documentation.(B cedures.(BL4-Analyze	nd) L3-Apply))	ssification of co	mpanies.(BL1-R	Remember)				
	Skill Development V Entrepreneurshje V Entrepreneurshje V Employability V Professional Ethics X Gender X Human Values V Environment X								SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth) SDG (Goals) SDG10(Reduced inequalities) SDG10(Reduced inequalities) SDG13(Climate action) SDG13(Climate action) SDG13(Climate action)									
				Part B														
	Modu	les			Contents Pedagogy Hours													
				Part C														
Modul	les			Indicative-ABCA/PBIJ Title Experiments/Field work/ Bloom's Level Internships							el		Hours					
4		Students will analyze a involves conducting ca cultural and economic	se studies, identify	npare talent management practices across different global organizations or industries. The project dies, identifying best practices, and critically evaluating their applicability and effectiveness in various PBL BLI-Analyze							15							
	·						Pa	rt D(Marks	Distribution)									
								Theo	ry									
Total Ma	arks	Min	imum Passing Ma	rks		External Evaluation	n		Min. External Evaluat	ion	Inte	rnal Evaluation	1		Min. Internal Ev	aluation		
100		10			60			18			40							
	•							Practi	cal					•				
Total Ma	arks	Min	imum Passing Ma	rks		External Evaluation	n		Min. External Evaluat	ion	Inte	rnal Evaluation	1		Min. Internal Ev	aluation		
								D-4	-									
	Book	s	Collings	D.G., Mellahi, K. & C V. (2016). Effective To	ascio, W.F. (2017).	The Oxford Handboo	ok of Talent Manage	Part ment: Oxford	University Press									
	Article								nent (pp. 19-32). Routledge.									
	References								Global Context. Cambridge	· Cambridge Universit	y Proce							
	MOOC Co		opariow,	P., Scullon, H. & Ian	que, 1. (eus) (2014) .	strategic raient man	agement Contemp	orary issues ii	i Giobai Context. Cambridge	a. Cambridge Universit	y riess.							
	Video		https://ex															
	video	5	nups.//ww	ttps://www.youtube.com/watch?n=NwufHwarfT														
							Co	uroo Articul	ation Matrix									
COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8		PO10	PO11	PO12	PSO:	1	PSO2	PSC	03	
CO1	1	-	-	-						-	-	-	-		-	1		
CO2	-	1	1	-	-					-	-	1-	1		-	2		
CO3	1	-	-	2	-	-	-	ļ	-	-	-	1-	-		1	-		
CO4	-	1	-	-	-	-	-	-	_	-	-	1-	1		-	1		
CO5	_			1	_			l			_	1_	- 1:		1			
CO6		_		I.	_	-		l		_	_	1_				-1-		
555	1-	-	[-	-	1	I-	[-	1	-	-	1				1			



Title of the Course	Leadership Develop	ment										
Course Code	DCEC-701 HR[T]											
	Part A											
Year	4th	Semester	7th	Credits	L	T	P	С				
Teal	401	Semester	741	Credits	3	0	0	3				
Course Type Theory only												
Course Category Discipline Specific Elective												
This course is designed to orient the students of management towards the art and science of influence and Leadership in organizations. Power and politics are an integral part of organizational dynamics and thus it is perfinent for young leaders to know the ways of navigating through the political jurgle to widel influence. As an astute head and strategist, a leader should be able to diagnose the negative forces, anticipate moves and handle resistance to the initiatives that he wants to take. This course is designed to orient the students of management towards the art and science of influence and Leadership in organizations. Power and politics are an integral part of organizational dynamics and thus it is perfinent for young leaders to know the ways of navigating them. This course is designed to orient the students of organizations the students of organizational dynamics and thus it is perfinent for young leaders to know the ways of navigating them. This course is designed to orient the students of organizations the students of organizations. This course is designed to orient the students of organizations and thus it is perfinent for young leaders to know the ways of navigating them. This course is designed to orient the students of organizations and thus it is perfinent for young leaders to know the ways of navigating them. This course is designed to orient the students of organizations and thus it is perfinent for young leaders to know the ways of navigating them. This course is designed to orient the students of organizations and thus it is perfinent for young leaders to know the ways of navigating them. This course is designed to orient the students of organizations and the students of organizations. This course is designed to orient the students of organizations and the students of organizations. This course is designed to orient the students of organizations and the students of organizations. This course is designed to orient the students of organizations and the students of organizations. This												
Course Outcomes & Bloom's Level	CO2- Students will I CO3- Students will I CO4- Students will I	be a able to understand the roles and responsib be able to Apply the provisions of Company Lav be able to Analyze the legal issues arising from	ilities of company directors, shareholders, a to real-life scenarios involving company m company operations, mergers, acquisitions	eetings, resolutions, and documentation.(BL3-Apply)	ification of companies.(BL1-Rememb	er)						
Skill Development Entrepreneurship Coures Elements Coures Elements Professional Ethics X Gender X Human Values Entrepreneurship Coures Elements SDG (Goals) SDG (Goals) SDG (Goals) SDG (Goals) SDG (Farthermips for the goals) SDG (Ferthermips for the goals)												
			Part B									
	1							_				

	1		<u>'</u>	
	Par	rt C		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Design innovative approaches to measure the impact of leadership development programs on organizational performance.	PBL	BL5-Evaluate	15

	Part D(Marks Distribution)										
	Theory										
Total Marks	Total Marks Minimum Passing Marks External Evaluation Min. External Evaluation Internal Evaluation Min. Internal Evaluation										
100	0 40 60 18 40										
			Practical								
Total Marks Minimum Passing Marks External Evaluation Min. External Evaluation Internal Evaluation Min. Internal Evaluation											

	Part E
Books	Cabane, O. F. (2013). The charisma myth: How anyone can master the art and science of personal magnetism. Penguin Cropanzano, R., & Kacmar, K. M. (Eds.), (1995). Organizational politics, justice, and support. Managing the social climate of the workplace. Greenwood Publishing Group.
Articles	Hernez-Broome, G., & Hughes, R. J. (2004). Leadership development: Past, present, and future. Human resource planning, 27(1).
References Books	Buchanan, D., & Badham, R. (2008). Power, politics, and organizational change: Winning the turf game. Sage.
MOOC Courses	
Videos	https://www.youtube.com/watch?v=jCcP92Dtky8

Course Articulation Matrix															
COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	2	-1	-	-	-	-	-	-	-	-	1	2	-
CO2	1	-1	-	-	-	-	-	-	-	-	-	-	-	-	1
CO3	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-
CO4	-	1	-	-	-	-	-	-	-	-	-	-	-	2	-
CO5	1	2	-	1	-	-	-	-	-	-	-	-	1	-	2
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



PComHone

Title of the Course	Customer Relationship Management DCFC-701 MMITI											
Course Code	DCEC-701 MM[T]											
			Part A									
Year	4th	Semester	7th	Credits	L	T	P	С				
rear	401	Semester	781	Credits	3	0	0	3				
Course Type	Theory only											
Course Category	Discipline Electives											
Pre-Requisite/s	Students should have knowledge of customer relations and marketling. Co-Requisite's											
Course Outcomes & Bloom's Level	CO2- Students will be a a CO3- Students will be ab CO4- Students will be ab	be able to Remember to Recall and describe the fundamenta able to understand the roles and responsibilities of company of the to Apply the provisions of Company Law to real-life scenaria le to Analyze the legal issues arising from company operation le to Evaluate the impact of legal decisions and amendments	lirectors, shareholders, and other key stakeholders. (BL2-I os involving company meetings, resolutions, and docume is, mergers, acquisitions, and winding up procedures. (BL4	ntation.(BL3-Apply) 4-Analyze)	mber)							
Coures Elements	Skill Development / Entreprenurship X Employability 4 Professional Ethics -/ Gender X Human Values -/ Environment X											

Part B		
	Pedagogy	Hours

	Part	С		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Creating a customer relationshio management plan for a Startup	PBL	BL6-Create	15

Contents

Modules

Books

Articles
References Books
MOOC Courses

Videos

Part D(Marks Distribution)

	Theory										
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation						
100	40	60	18	40							
			Practical								
Total Marks Minimum Passing Marks External Evaluation Min. External Evaluation internal Evaluation Min. Internal Evaluation											
1											

Part E

Christopher Lovelock & Jochen Wirtz (2004), Services Marketing, Pearson Education, Delhi. 2. Gilmore (2004), Services Marketing and Management, Response Books, New Delhi. 3. Yal, Parasuraman & Berry - Delivering quality service, The Free press, New 4. Andry Simore (2001), Services Marketing & Management, Response Books, Services Marketing & Management Response Books, Sage Publications, Delhi.

Winer, R. S. (2011) A framework for causement reliabinship management review, 43(4), 89-105.

5. Jagdish Seethi, Etal (2000), Customer Relationship Management. Stancies A Brown. Customer Relationship Management, John Wiley & Sons. 6. Lovelock (2003), Services Marketing - People, Technology & Strategy, Pearson Edn. Singapore. 7. Iqbal S. Sachdeva (2009), Public Relations Principles and Practices, Oxford University Press, New Delhi.

https://www.youtube.com/watch?v=SihESAKFTIX

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	-	-	-	1	-	1
CO2	1	2	1	-	-	-	-	-	-	-	-	-	2	1	-
CO3	1	1	-	-	-	-	-	-	-	-	-	-	1	-	1
CO4	2	1	-	1	-	-	-	-	-	-	-	-	1	-	-
CO5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1
CO6	1	-		-				-	-		-	-		1	-



								BCom	lons								
	Title of the	Course	Financia	I Derivatives													
	Course	Code	DCEC-7	02 FM[T]													
			•					Part	A								
	Year	•	4th			Semest	ter		7th				Credits		L 3	T 0	P C 3
	Course	Туре	Theory	only													
	Course Ca	tegory	Disciplin	e Specific Elective													
	Pre-Requ	isite/s		rse will acquaint stud agement.	ents with derivative	securities, markets, p	pricing, hedging and	I trading strate	gies of derivative instrume	ents, and uses of the	se instruments with		Co-Requisite/s				
	Course Ou & Bloom's		CO2- S CO3- S CO4- S	udents will be a able udents will be able to udents will be able to	to understand the ro Apply the provisions Analyze the legal is	les and responsibiliti s of Company Law to sues arising from co	ies of company dire o real-life scenarios i mpany operations, r	ctors, shareho involving comp nergers, acqu	inciples of Company Law Iders, and other key stake vany meetings, resolution sitions, and winding up p on business practices an	holders.(BL2-Under s, and documentation ocedures.(BL4-Anal	stand) ı.(BL3-Apply) vze)	d classification of co	mpanies.(BL1-Rememb	er)			
	Coures Ele	ements	Entrepri Employ Profess Gender	onal Ethics X X Values ✓						SDG (Goals)		SDG9(Industry Inn	and economic growth) ovation and Infrastructur e consuption and produ os for the goals)	e) ction)			
								Part	В								
	Modu	iles				Cont	tents					Pedagogy		Hours			
								Part	С					•			
Modu	les				Title					Indicative-AE Experiments/F Internsh	ield work/		Blo	Bloom's Level		ı	Hours
5		Students will investig collapse) and analyz to prevent similar oc	e the role derivative	ancial derivatives cris played in the crisis. re.					PBL				BL4-Analyze		1	5	
							Pa	rt D(Marks	Distribution)								
								Theo	ry								
Total M	arks	М	nimum Passing Ma	ırks		External Evaluation	n		Min. External Evalu	ation		Internal Evaluation	1	Min. Interr	al Evalua	ation	
100		40			60			18			40						
								Practi									
Total M	arks	М	nimum Passing Ma	ırks		External Evaluation	n		Min. External Evalu	ation		Internal Evaluation	1	Min. Interr	al Evalua	ation	
							,	Part	F		'		,				
	Book	s		. (2014).Options Fut i.N. (2000). An Introd													
	Articl	es	Bartram	S. M. (2019). Corpo	ate hedging and spe	culation with derivat	tives. Journal of Cor	porate Finance	9, 57, 9-34.								
	References	Books	Bhalla, \	K. (2012). Investme P. (2012). Quantitativ	nt Management. Nev e Finance, Wilev & S	v Delhi: Sultan Chan Sons	ıd										
	MOOC Co	urses		,,													-
	Video	S	https://w	ww.youtube.com/wat	ch?v=m3im-iJdhv4												
-			•				C.	ourse Articul	ation Matrix								
COs	PO1	PO2	PO3	PO4	P05	P06	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2		PSO3	
CO1	1	-	2	-	-	-	-	-	-	-	-	-	1	-		-	
CO2	-	2	-	3	-	-	-	-	-	-	-	-	-	2		3	
CO3	-	-	1	-	-	-	-	-	-	-	-	-	-	-		1	
CO4	1	-	-						-	-	-	-	-	1		-	
CO5	-	1	-	2	-	-	-	-	-	-	-	-	-	2		3	
CO6	-	-	-	-	-	-	-	-							-		



	Title of the	Course	Internation	nal Marketing 2 MM[T]															
	Course	Code	DCEC-70	12 MM[T]															
								Part	١										
															L	T	P	С	
	Year		4th			Semester		7th					Credits		3	0	0	3	
	Course	Гуре	Theory o	nly															
	Course Ca	tegory	Disciplin	Specific Elective															
	Pre-Requ	site/s			ess Management co								o-Requisite/s						
	Course Ou & Bloom's	comes Level	CO2- Str CO3- Str CO4- Str	idents will be a able idents will be able to idents will be able to	to understand the ro Apply the provision Analyze the legal is	oles and responsibilit s of Company Law to ssues arising from co	e the fundamental co ies of company direc o real-life scenarios i mpany operations, n ind amendments in C	ctors, sharehold involving compo mergers, acquis	lers, and other key s any meetings, resolu itions, and winding u	akeholders.(BL2-U ions, and documen p procedures (BL4-	Jnderstand) ntation.(BL3-App I-Analyze)		ompanies.(BL1-Re	member)					
	Coures Ele	ments	Entrepre Employa	onal Ethics X					S	OG (Goals)		SDG4(Quality education)							
								Part I	†B										
	Modu	les				Cont	tents		Pedagogy							Hours			
								Part				1							
Modu	les				Title				Indicative-ABCA/PBL/ Experiments/Field work/ Internships						el		Hor	urs	
5									PBL					15					
							Pa	rt D(Marks D											
Total Ma	arks	Min	imum Passing Ma	rks		External Evaluatio	n		Min. External Ev	aluation		Internal Evaluation					Min. Internal Evaluation		
100		10			60			18			40								
								Practic											
Total Ma	arks	Min	imum Passing Ma	rks		External Evaluatio	n		Min. External E	aluation		Internal Evaluation	on		Min. Inter	nal Evalua	tion		
								Part I											
	Book	s	Cui, A., F	Ronkainen, I., & Czir	kota, M. (2022). Inte														
	Articl	es	Cateora,	P. R., Money, R. B.,	Gilly, M. C., & Graha	am, J. L. (2019). Inte	rnational marketing ((SIE, 18th ed.).	McGraw-Hill Educat	on.									
	References	Books	Cateora,	P. R., Money, R. B.,	Gilly, M. C., & Graha	am, J. L. (2019). Inte	rnational marketing ((SIE, 18th ed.).	McGraw-Hill Educat	on.									
	MOOC Co	urses																	
	Video	s	https://ww	w.youtube.com/wa	ch?v=1YyXprunSfY8	&list=PLWOx4cbGdv	RLMWVWsTKWF1	VoMD0dkUWY	7						-				
							Co	ourse Articula	tion Matrix										
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	PO8	PO9	PO10	PO11	PO12	PSO1		PSO2		PSO3		
CO1	1	1	1							-	-	-	1		-		1		
CO2	1	2	-	1	-	-	-	-	-	-	-	-	-		1		-		



	Title of the	Course	Corporat	Valuation														
	Course	Code	DCEC-8	11 FM[T]														
								Par								L	т Р	С
	Yea	r	4th			Semest	er		8th					Credits		3	0 0	3
	Course	Туре	Theory o	nly												1-		-1-
	Course Ca	•		Specific Elective														
	Pre-Requ			should have basic kno	wledge of corporat	e accounting and Ex	coel.							Co-Requis	te/s			
	Course Ou & Bloom's	itcomes s Level	CO2- St CO3- St	o1. Students will be all idents will be a able to idents will be able to idents will be able to idents will be able to	o understand the ro Apply the provisions	les and responsibiliti s of Company Law to	ies of company dire real-life scenarios	ctors, shareho	olders, and other ke pany meetings, res	y stakeholders. olutions, and de	(BL2-Understan ocumentation.(BL	id) L3-Apply)	classification of com	panies.(BL1-Re	emember)			
	Coures Ele	ements	Entrepre Employa	onal Ethics X /alues X						SDG (C	Goals)	Si	DG4(Quality educati	ion)				
								Part	t B									
	Modi	ules				Cont	tents	T GIT	Pedagogy						Но	urs		
					Part					,								
Modul	es						lr Ex	ndicative-ABCA/ periments/Field Internships	work/			Bloom's Lev	vel	Hou	ırs			
2		Calculate the discount	ed cash flow of Tata	Motors					PBL								15	
							Pa	art D(Marks	Distribution)									
								Theo	ory									
Total Ma	ırks	Min	imum Passing Ma	rks		External Evaluation	n		Min. Externa	I Evaluation		In	ternal Evaluation			Min. Internal Eva	luation	
100		40			60			18				40						
								Pract	ical									
Total Ma	ırks	Min	imum Passing Ma	rks		External Evaluation	n		Min. Externa	I Evaluation		In	ternal Evaluation			Min. Internal Eva	luation	
			l					Parl										
	Book			Goedhart, M., & Wei		luation: Measuring a	and Managing the Vi	alue of Compa	anies (7th ed.). Wil	ay.								
	Articl			ww.mdpi.com/2078-24		Tb-i f-	- D-4i # \/	-16 4 4-		. In all a								
	References MOOC Co			an, A. (2022). Investr						mula.								
				https://onlinecourses.nptel.ac.in/noc21_mg93/preview https://onlinecourses.swayam2.ac.in/imb24_mg1i					8/preview									
	Video	US	nttps://w	https://www.youtube.com/watch?v=VcbU6_CbEpo														
				Course Articulati					lation Matrix									
COs	PO1	PO2	PO3	PO4 PO5 PO6 PO7 PO8					PO9	PO10)	PO11	PO12	PSO1		PSO2	PSO3	
CO1	1	1	1	-	-	-	-	-	-	-		-	-	1		-	1	
CO2	4	0	14	4		1	1	1				l				1.	1	



BComHons

CO1 CO2 CO3 CO4 CO5

Title of th	e Course	Negotiation and Conflict Resoluti	on								
Course	Code	DCEC-801 HR[T]									
				Part A							
Ye	ar	4th	Semester	FallA	8th				Credit	s	L T P C
Cours	Туре	Theory only			-						
Course (ategory	Discipline Specific Elective									
Pre-Rec	uisite/s	This course is designed to facilitate real-world negotiations at work a	ate students in rethinking of negotiation as a problem-s and other settings.	olving tool and impr	oving their negotiating skills and	d confidence whe	en engaging in important		Co-Requis	site/s	
Course C & Bloom		CO2- Students will be a able to u CO3- Students will be able to Ap CO4- Students will be able to An	to Remember to Recall and describe the fundamental understand the roles and responsibilities of company di ply the provisions of Company Law to real-life scenario alyze the legal issues arising from company operations a	irectors, shareholder os involving compan s, mergers, acquisiti	s, and other key stakeholders. y meetings, resolutions, and do ons, and winding up procedures	(BL2-Understand cumentation.(BL s.(BL4-Analyze)	d) 3-Apply)	n of companies.(BL1-R	emember)		
Coures E	ilements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✓ Gender X Human Values ✓ Environment X				SDG (Goals)		SDG4(Quality education SDG5(Gender equality SDG10(Reduced inequality SDG17(Partnerships for	r) ualities)		
				Part B							
Мо	dules		Contents				Pedagogy			Hours	
		•		Part C		•			•		
Modules		,	Title			dicative-ABCA/F periments/Field Internships			Bloom's I	_evel	Hours
4	Analyze case studies of succes	sful and unsuccessful negotiation	outcomes in multinational team environments.	PE	BL					1	15
			F	Part D(Marks Dis	tribution)					<u> </u>	
				Theory							
Total Marks		assing Marks	External Evaluation		Min. External Evaluation		Internal Eva	luation		Min. Internal Evalu	ation
100	40		60	18			40				
			T	Practical	Min. External Evaluation				1		_
Total Marks	Total Marks Minimum Passing Marks External Evaluation						Internal Eva	luation	-	Min. Internal Evalu	ation
				Part E							
Boo	oks		Science and practice. New York: Allyn and Bacon s, D. (2015). Essentials of Negotiation (6th ed.). McGra	ıw Hill							
Arti	cles		t resolution toolbox: Models and maps for analyzing, di								
Referenc	es Books	Brett, J. M. (2014). Negotiating G Carrell, M. R., and Heavrin, C. (2	ilobally: How to Negotiate Deals, Resolve Disputes, and 008) Negotiating Essentials: Theory, Skills, and Practic	d Make Decisions A ces. Pearson Prentic	cross Cultural Boundaries (3rde e Hall.	ed.). Jossey-Bass	8				
MOOC	Courses		·			<u>-</u>			<u>-</u>		
Videos https://www.youtube.com/watch?v=wYb_PKTawE4											

Course Articulation Matrix PO8 PO9

PO10

PO11

PO12



PComHone

Title of the Course	Social Media Marketing											
Course Code	DCEC-801 MM[T]											
			Part A									
Year	4th	Semester	8th	Credits	L	Т	P	С				
1001	401	Sellester	out	Credita	3	0	0	3				
Course Type	Theory only				•	•		•				
Course Category	Discipline Specific Electiv	Specific Elective										
Pre-Requisite/s	The student should have	dent should have knowledge of Social Media . Co-Requisite/s										
Course Outcomes & Bloom's Level	CO2- Students will be a si CO3- Students will be abl CO4- Students will be abl	be able to Remember to Recall and describe the fundamenta able to understand the roles and responsibilities of company di et lo Apply the provisions of Company Law to real-life scenaria le to Analyze the legal issues arising from company operation le to Evaluate the impact of legal decisions and amendments	lirectors, shareholders, and other key stakeholders. (BL2-U os involving company meetings, resolutions, and documen is, mergers, acquisitions, and winding up procedures. (BL4	tation.(BL3-Apply) -Analyze)	nber)							
Coures Elements	Skill Development Entrepreneurship Employability Professional Ethics Gender Human Values Environment X		SDG (Goals)	SDG4(Quality education) SDG17(Partnerships for the goals)								

Part	R	

Mod	ules	Contents		Pedagogy		Ho	urs
		Par	ı C				
Modules		Title	Inc Exp	dicative-ABCA/PBL/ eriments/Field work/ Internships	Bloom's	Level	Hours
2	Evaluating a social media marketin	g plan for a Startup	PBL				15

Part D(Marks Distribution)

	Theory														
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation										
100	40	60	18	40											
			Practical												
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation										

Part E

Books	Crittenden, V., & Crittenden, W. (2015). Digital and social media marketing in business education: Implications for the marketing curriculum. 🗆 Evans, L. (2010). Social media marketing: strategies for engaging in Facebook, Twitter & other social media. Pearson Education.
Articles	Alves, H., Fernandes, C., & Raposo, M. (2016). Social media marketing: a literature review and implications. Psychology & Marketing, 33(12), 1029-1038.
	Geho, P. R., & Dangelo, J. (2012). The evolution of social media as a marketing tool for entrepreneurial Executive, 17, 61. \square Heinze, A., Fletcher, G., Rashid, T., & Cruz, A. (Eds.). (2020). Digital and social media marketing: a results-driven approach. Routledge. \square Shen, C. W., Luong, T. H., Ho, J. T., & Digitalni, I. (2019). Social media marketing of IT service companies. Analysis using a concept-linking mining approach. Industrial Marketing Management. \square Tutlen, T. L., & Solomon, M. R. (2017). Social media marketing-along marketing-along.
MOOC Courses	
Videos	https://www.youtube.com/watch?v=l2pwcAVonKI

							Co	urse Articulation	Matrix						
COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	2	-	-	-	-	-	-	-	-	-	1	-	1
CO2	1	2	1	1	-	-	-	-	-	-	-	-	2	1	-
CO3	1	1	-	2	-	-	-	-	-	-	-	-	1	1	1
CO4	2	1	-	1	-	-	-	-	-	-	-	-	1	-	-
CO5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1
CO6	-	-	-	-	-	-	-	-	-		_		-		



Title of the Course Financial Modeling																		
	Course (Code	DCEC-80	2 FM[T]														
								Part /										
															L	T	Р	С
	Year	,	4th			Semester		8th					Credits		3	0	0	3
	Course '	Туре	Theory or	nly								*					,	•
	Course Ca	itegory	Discipline	Specific Elective														
	Pre-Requ	isite/s	Student n	nust have basic kno	wledge of accounting	g concepts.							Co-Requisite/s					
	Course Ou & Bloom's	tcomes s Level	CO2- Stu CO3- Stu CO4- Stu	dents will be a able dents will be able to dents will be able to	to understand the ro Apply the provisions Analyze the legal is	les and responsibiliti s of Company Law to sues arising from co	ies of company direct o real-life scenarios i mnany operations in	ctors, sharehold involving compa mergers, acquis	nciples of Company L lers, and other key st any meetings, resolut itions, and winding u on business practices	akeholders.(BL2-U ons, and documen procedures (BL4-	Inderstand) ntation.(BL3-Apply -Analyze)		mpanies.(BL1-Ren	nember)				
	Coures Ele	ements	Entreprer Employat	nal Ethics X (alues X					:	SDG (Goals)		SDG4(Quality education)	ı					
								Part B	3									
	Modu	iles				Cont	ents					Pedagogy			Hours			
			•					Part (•				•				
Modu	les				Title				-	Experime	ve-ABCA/PBL/ ents/Field work/ ernships			İ		Hou	rs	
5									PBL						15			
	,						Pa	art D(Marks D										
Total Ma	arks	Min	imum Passing Mar	ks		External Evaluation	n		Min. External Ev	aluation		Internal Evaluatio	n		Min. Internal	Evaluation	on	
100		40			60			18			40							
1								Practic	al									
Total Ma	arks	Min	imum Passing Mar	ks		External Evaluation	n		Min. External Ev	aluation		Internal Evaluatio	n		Min. Internal	Evaluati	on	
								Part I	<u> </u>									
	Book	s	Benninga	, S. (2014). Financia	al Modelling (4th ed.)). The MIT Press								-				
	Article	es																
	References Books Pignataro, P. (2016). Financial Modelling (3rd ed.). Wiley.																	
MOOC Courses Financial Statement Analysis And Reporting																		
	Video	os	https://ww	w.youtube.com/wat	ch?v=ZH8Vw-j2Db4	https://www.youtube	.com/watch?v=mKB	3KuuEmzoM htt	ps://www.youtube.co	n/watch?v=Pp_qh	xHUziQ							
							Co	ourse Articula	tion Matrix									
COs	PO1	PO2	PO3	PO4	P05	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1		PSO2	F	PSO3	
CO1	1	1	1	-	-	-	-	-	-	-	-	-	1		-	1	ı	
CO2	-	2	-	1	-	-	-	-	-	-	-	-	-		1	-		



PComHone.

				BComHons	i						
Title of the	Course	Digital Marketing Analytics									
Course C	Code	DCEC-802 MM[T]									
				Part A							
Year	•	4th	Semester		8th				Credits	L T P C	
Course 1	Туре	Theory only	*				*				
Course Car	itegory	Discipline Specific Elective									
Pre-Requi	isite/s		derstanding of marketing principles, familiarity with intenformation technology is recommended.	rnet usage, and found	et usage, and foundational knowledge of social media platforms. Prior coursework in Co-Requisite/s						
Course Out & Bloom's		CO2- Students will be a able to u CO3- Students will be able to Ap CO4- Students will be able to An	to Remember to Recall and describe the fundamental inderstand the roles and responsibilities of company dil plystand provisions of Company Law to real-life scenario alyze the legal issues arising from company operations aluate the impact of legal decisions and amendments in	rectors, shareholders, s involving company r , mergers, acquisition	and other key stakeholders. (E neetings, resolutions, and doc s, and winding up procedures.	BL2-Understand) cumentation.(BL3-Ap. .(BL4-Analyze)	oply)	companies.(BL1-Rer	member)		
Coures Ele	ements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✓ Gender X Human Values ✓ Environment X		SDG4(Quality education SDG5(Gender equality) SDG10(Reduced inequ SDG17(Partnerships for				alities)			
				Part B							
Modu	iles		Contents				Pedagogy		н	ours	
				Part C							
Modules			Title			licative-ABCA/PBL/ eriments/Field worl Internships			Bloom's Level	Hours	
5	Developing a Comprehensive D	Digital Marketing Campaign		PBL				BL5-Evaluate		15	
			F	Part D(Marks Distri	ibution)						
			T	Theory				,			
Total Marks		assing Marks	External Evaluation		Min. External Evaluation Internal Eval			al Evaluation Min. Internal Evaluation		aluation	
100 4	40		60	18		40					

	Part E
Books	Analyze a problem of a multinational corporation (MNC) entering a middle-east market. Hemann, C., & Burbany, K. (2018). Digital marketing analytics: Making sense of consumer data in a digital world.
Articles	Basu, R., Lim, W. M., Kumar, A., & Kumar, S. (2023). Marketing analytics: The bridge between customer psychology and marketing decision-making. Psychology & Marketing, 40(12), 2588-2611.
References Books	Hemann, C., & Burbary, K. (2023). Digital marketing analytics: In theory and in practice.
MOOC Courses	
Videos	https://www.youtube.com/watch?v=2VUgpNIF8ec

Min. External Evaluation

Internal Evaluation

Min. Internal Evaluation

External Evaluation

Total Marks

Minimum Passing Marks

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	1	-	-		-	-	-	-	-	-	1	-	1
CO2	1	2	-	1	-	-	-	-	-	-	-	-	-	1	-
CO3	1	1		2	-		-	-	-	-	-	-	1	-	1
CO4	2	1	-	1	-	-	-	-	-	-	-	-	1	-	-
CO5	1	-	1	-	-		-	-	-	-	-	-	-	-	1
CO6	-	-	-	-	-	-	-	-	-	-	-	-			-



BComHons

Title of the	e Course	Financial Statement Analysis										
Course	Code	DCEC-803 FM[T]										
				Part A								
Yea	ar	4th	Semester		8th				Credit	ts	L T	P C 0 3
Course	Туре	Theory only			•							
Course C	Category	Discipline Specific Elective										
Pre-Req	uisite/s	To gain ability to analyze financi apply valuation principles, to fan	al statements including consolidated financial statement niliarize with recent developments in the area of financia	ts of group compa al reporting, to gair	nies and financial reports of varion a ability to solve financial reporting	us types of entities, to g and valuation cases.	gain ability to		Co-Requi	isite/s		
Course Or & Bloom		CO2- Students will be a able to CO3- Students will be able to Ap CO4- Students will be able to Ar	e to Remember to Recall and describe the fundamental understand the roles and responsibilities of company dii plur be provisions of Company Law to real-life scenario altyze the legal issues arising from company operations valuate the impact of legal decisions and amendments in	rectors, sharehold os involving compa s. mergers, acquis	ers, and other key stakeholders. (I iny meetings, resolutions, and do itions. and winding up procedures	BL2-Understand) cumentation.(BL3-App .(BL4-Analyze)	ily)	ation of compa	anies.(BL1-Remembe	er)		
Coures E	ilements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics X Gender X Human Values ✓ Environment X			s	SDG (Goals)		SDG12(Respo	work and economic gonsible consuption an erships for the goals)	id production)		
				Part E	3							
Mod	dules		Contents				Pedag	ogy		Но	urs	
				Part C	;							
Modules			Title			dicative-ABCA/PBL/ eriments/Field work/ Internships			Bloo	om's Level	Но	urs
5	Evaluate the ethical considerati	ons and implications of different fi	nancial reporting practices, such as transparency and d	disclosure.	PBL			BL	L5-Evaluate		15	
			F	Part D(Marks D	istribution)							
Theory												
Total Marks	Minimum Pa	assing Marks	External Evaluation		Min. External Evaluation		Internal	Evaluation		Min. Internal Eva	luation	
100	40	<u> </u>	60	18		40				·		
				Practic	al							

	Part E							
Books	Banerjee Ashok (2009). Financial Accounting a Managerial Perspective (3rded.). Excel Books. Brigham, E.F.& Houston, J.F. (2007). Fundamentals of Financial Management. Thomson							
Articles	M. E., & Schipper, K. (2008). Financial reporting transparency. Journal of Accounting, Auditing & Finance, 23(2), 173-190.							
References Books	Chandra P. (2015). Corporate Creation. New Dehi Tista Mc-Graw Hill. Damodsara A. (2006). Damodsara no Valulation. New York: Wiley and Sons							
MOOC Courses								
Videos								

Min. External Evaluation

Internal Evaluation

Min. Internal Evaluation

External Evaluation

Total Marks

Minimum Passing Marks

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	-	-	-	-	1	1
CO2	-	1	2	-	-	-	-	-	-	-	-	-	1	-	-
CO3	-	1	-	-	-	-	-	-	-	-	-	-	-	2	1
CO4	1	-	-	2	-	-	-	-	-	-	-	-	1	-	3
CO5	-	1	-	3	-	-	-	-	-	-	-	-	-	-	1
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



Title of the Course	Green Marketing								
Course Code	DCEC-803 MM[T]								
			Part A						
Voor	445	Samestar	OH).		Cradite	L	Т	P	С
tear	401	Semester	out		Credits	3	0	0	3
Course Type Theory only									
Course Category	Discipline Specific E	lective							
Pre-Requisite/s	Student should have	knowledge of marketing			Co-Requisite/s				
& Bloom's Level									
Coures Elements	Year 4th Semester 8th Credits LL T PP C Course Type Theory only Course Type Theory only Discipline Specific Elective Pre-Requisite's Student should have knowledge of marketing Course Outcomes & Bloom's Level Course Outcomes & Bloom's Level Course Students will be able to Remember to Recall and describe the fundamental concepts and principles of Company Law, including the formation, incorporation, and classification of companies (BL1-Remember) CO2-Students will be able to Analyze the late coannations which less thanking the scenarios involving company meetings, resolutions, and documentation, (BL3-Apphy) CO3-Students will be able to Analyze the legal assess arising from company operations, and winding up procidents (BL3-Apphy) CO4-Students will be able to Analyze the plan to company operations, and winding up procidents (BL3-Apphy) Still Development V Entrepreneurship V Entrepreneurship V Employability V								
Course Type Theory only Course Category Discipline Specific Elective Pre-Requisite's Student should have knowledge of marketing Course Quiscomes & Bloom's Level CO2-Students will be able to Remember to Recall and describe the fundamental concepts and principles Company Law, including the formation, incorporation, and classification of companies (BL1-Remember) CO2-Students will be able to Remember to Recall and describe the fundamental concepts and principles Company Law, including the formation, incorporation, and classification of companies (BL1-Remember) CO2-Students will be able to Remember to Recall and describe the fundamental concepts and principles Company Law, including the formation, incorporation, and classification of companies (BL1-Remember) CO2-Students will be able to Remember to Recall and describe the fundamental concepts and other key stakeholders, (BL2-Understand) CO2-Students will be able to Remember to Recall and describe the fundamental concepts in a company Law (and other key stakeholders, (BL3-Analyze) CO2-Students will be able to Remember to Recall and describe the fundamental company Law (and other key stakeholders, (BL4-Analyze) CO2-Students will be able to Remember to Recall and describes, and other key stakeholders, (BL4-Analyze) CO2-Students will be able to Remember to Recall and describes and other key stakeholders, (BL4-Analyze) CO2-Students will be able to Remember to Recall and describes, and other key stakeholders, (BL4-Analyze) CO2-Students will be able to Remember to Recall and describes, and other key stakeholders, (BL4-Analyze) CO2-Students will be able to Remember to Recall and describes, and other key stakeholders, (BL4-Analyze) CO2-Students will be able to Remember to Recall and describes the impact of legisl decisions and understand to Recall and the Remember to Recall and decisions and understand to Remember to Recall and decisions and understand to Remember to Recall and decisions and understand to Recondary processions, and other key stakeholders, (BL4-Analyze) CO									
Course Type Treory only Course Category Discipline Specific Elective Pre-Requisite's Student should have knowledge of marketing Course Outcomes & Bloom's Level Course Outcomes & Bloom's Level Course Elements Course Elements Theory only Theory only Theory only Theory only Course Category Discipline Specific Elective Co-Requisite's Co-Requisite's Co-Requisite's Co-Requisite's Co-Requisite's Course Outcomes & Bloom's Level Co-Sudents will be able to Remember to Recall and describe the fundamental concepts and principles of Company Law, including the formation, incorporation, and classification of companies (BL1-Remember) Co-Sudents will be able to Apply the provisions of Company Law to real-file scenarios involving company meetings, resolutions, and documentation (BL3-Apply) Co-Sudents will be able to Apply the provisions of Company Law to real-file scenarios involving company meetings, resolutions, and documentation (BL3-Apply) Co-Sudents will be able to Evaluate the impact of figal decisions and amendments in Company Law to transfer specificors and corporate governance, (BL4-Evaluate) Solid Development / Entrepreneurship /									
					,				

	modules	Title	Internships	Bloom's Level	Hours
	5	Developing a Sustainable Green Marketing Campaign for a New Eco-Friendly Product	PBL	BL5-Evaluate	15
		Part D(Marks	Diskibudia-\		
-		Part D(marks	Distribution)		

	Part D(Marks Distribution) Theory										
Total Marks	Total Marks Minimum Passing Marks External Evaluation Min. External Evaluation Internal Evaluation Min. Internal Evaluation										
100	40 60 18 40										
			Practical								
Total Marks	Total Marks Minimum Passing Marks External Evaluation Min. External Evaluation Internal Evaluation Min. Internal Evaluation										

	Part E
Books	Green Marketing: Opportunities and Challenges" by John and Irene Crowther
Articles	Mishra, P., & Sharma, P. (2014). Green marketing: Challenges and opportunities for business. BVIMR Management Edge, 7(1).
References Books	1. Various journal articles and case studies 2. https://www.igi-global.com/chapter/marketing-of-greener-products/230598
MOOC Courses	
Videos	https://www.youtube.com/watch?v=ektG-jGzdRw

Course Articulation Matrix															
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	1	-	-	-	-	-	-	-	-	-	1	-	1
CO2	1	2	-	1	-	-	-	-	-	-	-	-	-	1	-
CO3	1	-	2	-	-	-	-	-	-	-	-	-	1	-	1
CO4	-	1	-	1	-	-	-	-	-	-	-	-	1	-	1
CO5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



PComHone.

				BComHons							
Title of th	e Course	Human Society in 21st Century									
Course	Code	GEC-201[T]									
				Part A							
Ye	ar	1st	Semester	1 4177	2nd				Credits		L T P C
Course	Туре	Theory only	II.								
Course C	ategory	Ability Enhancement Courses									
Pre-Req	uisite/s	institutions, processes, and histo evolved over time. 2. "Foundation concepts is necessary. This inclu empires, and nation-states) and This includes familiarity with sign provides context for societal chain the challenges themselves. This Century Responses: "Inially, to a	If Systems*. Before delving into the elements and evolu- ficial context. This includes understanding how societies for all Knowledge of Economics and Politics*. To grasp the delvine the standing delvine societies are supported to the context of the standing delvine societies. So when the delvine societies are supported to the standing delvine societies. So when the standing delvine societies are supported to the graphic societies are supported to the standing delvine societies are supported to includes understanding globalization, environmental or appreciate the responses to 21st-century challenges, it amme. Understanding these responses provides insight.	es organize themselves, the eeconomic and political b as nomadic, pastoral, indu- ury Movements*: A solid un ce movements, and enviro challenges*: Before discus- rises, and cultural clashes, s's essential to be familiar y	e values they uphold, the asis of human societies, strial, and post-industrial) inderstanding of the contri- ormental activism. Under sing responses to 21st-ce and their implications for with initiatives like the que	institutions they familiarity with be and political stru butions of 20th-c standing their go entury challenges r societies worldw set for Sustainable	create, and how these have sice economic and political ctures (like tribes, kingdoms, entury movements is crucial, als, methods, and impact it, it's important to comprehend ride. 5. "Awareness of 21st e Development Goals (SDGs)		Co-Requisite/s		
Course 0 & Bloom		CO2- Students will be a able to u CO3- Students will be able to Ap CO4- Students will be able to An	to Remember to Recall and describe the fundamental inderstand the roles and responsibilities of company di ply the provisions of Company Law to real-life scenario alyze the legal issues arising from company operations aluate the impact of legal decisions and amendments in	irectors, shareholders, and os involving company mee s. mergers, acquisitions, a	other key stakeholders.(tings, resolutions, and do nd winding up procedure	BL2-Understand cumentation.(BL s.(BL4-Analyze)	d) 3-Apply)	ompanies.(BL1-Ren	nember)	<u>'</u>	
Coures E	ilements	Skill Development ✓ Entrepreneurship X Employability X Professional Ethics ✓ Gender ✓ Human Values ✓ Environment ✓				SDG (Goa	sis)		ition) ity) ind sanitation) equalities) cities and economies) consuption and production)		
				Part B							
Mod	dules		Contents				Pedagogy			Hours	
+		*		Part C					*		
Modules			Title	Fait		dicative-ABCA/F periments/Field Internships			Bloom's Level	н	lours
3	Analyzing Key Trends and Cha	llenges of the 21st Century		PBL				BL4-Analyze		15	
			F	Part D(Marks Distribut	ion)						
				Theory			T	1			
Total Marks		assing Marks	External Evaluation		External Evaluation		Internal Evaluation			I Evaluation	
100	40		40	12			60		28		
				Practical				1			
Total Marks	Minimum Pa	assing Marks	External Evaluation	Min.	External Evaluation		Internal Evaluation	on	Min. Interna	I Evaluation	
				Part E				'			
Boo	oks	Tyson-Bernstein, H., & Woodwar	d, A. (1989). Nineteenth century policies for 21st centu	ry practice: The textbook	eform dilemma. Education	onal Policy, 3(2),	95-106.				
Artic	les	1 Brian D Eath and Sven F Jaro	nensen 2021 Managing Human and Social Systems is	second edition CRC Press	Taylor & Francis Group	2 Mohamed R	able 2013 Saving Capitalism and	Democracy (np 15-4)	(0) Palgrave Macmillan US		

https://www.youtube.com/watch?v=5G-AojlVp6g (solar cities of the future) https://www.youtube.com/watch?v=pyQaUDLW6ts (Economics of happiness, abridged version) https://www.youtube.com/watch?v=M2kHUKbPogQ (Economics of happiness, full version) https://www.youtube.com/watch?v=M2kHUKbPogQ (Economics of happiness, full version)

Harari, Y. N. (2018). 21 Lessons for the 21st Century. Spiegel & Grau.

References Books MOOC Courses

Videos

COs	PO1	PO2	PO3	PO4	PO5	P06	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	-	-	-	-	-	-	-	-	-	-	-	1	-	-
CO2	2	2	3	3	-	-	-	-	-	-		-	1	-	-
CO3	2	-	3	3	-	-	-	-	-	-	-	-	-	1	-
CO4	-	2	1	1	-	-	-	-	-	-	-	-	-	1	-
CO5	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



								BBA_H	ons									
	Title of the	Course	India in 2	21st Century														
	Course	Code	GEC-301	1[T]														
								Part	A									
	Yea		2nd			Sen	nester		3rd					Cı	redits	L	Т	P C
	Course	Type	Theory	only												3	U	0 3
					s													
			Basic Ur values, i	nderstanding of Soci	al Systems before o	elving into the elementext.	ents and evolution o	f human social s	systems, it's essential to	have a basi	ic grasp of cond	cepts such as		Co-Re	equisite/s			
	Course Ou & Bloom's	tcomes Level	CO1- CO	D1. Students will be a	able to Remember to understand the	o Recall and describ	ities of company dire	ectors, shareholi	ders, and other key stak	eholders.(B	L2-Understand	d)	assification of co	mpanies.(BL1-I	Remember)			
	Coures El	ements	Skill Dev Entrepre Employe Professi Gender Human	velopment ineurship X ability X onal Ethics Values									SDG2(Zero hun SDG3(Good her SDG4(Quality e SDG5(Gender e SDG10(Reduce SDG11(Sustains SDG12(Respon SDG12(Respon	ger) alth and well-be ducation) equality) ater and sanitati d inequalities) able cities and e sible consuption	ion)			
								Part	В									
	Modi	iles				Cor	ntents					,	Pedagogy			Н	ours	
			,					Part	С									
Modu	les				Title				-	Indi Expe	riments/Field	PBL/ work/			Bloom's Le	vel		Hours
3		Analyzing Key Trends	and Challenges of	the 21st Century					PBL		пистыпро			BL4-Analyze			15	
							P	art D/Marke F	Dietribution)									
	Part U(Marks Distribution) Theory																	
Total Ma	arks	Mir	nimum Passing Ma	ırks		External Evaluati	on		Min. External Eval	uation		Int	ernal Evaluation	n		Min. Internal Eva	aluation	
100		40			40			12				60			28			
							'	Practio	cal			,						
Total Ma	arks	Mir	nimum Passing Ma	ırks		External Evaluati	on		Min. External Eval	uation		Int	ernal Evaluation	n		Min. Internal Eva	aluation	
1								D4										
	Book	s	Tyson-B	ernstein, H., & Wood	lward, A. (1989). Ni	neteenth century pol	icies for 21st centur			. Education	al Policy, 3(2),	95-106.						
	Articl	es	1. Brian I	D. Fath and Sven E.	Jørgensen, 2021 N	lanaging Human and	Social Systems, se	cond edition, CI	RC Press, Taylor & Fran	cis Group. 2	2 Mohamed R	abie, 2013, Saving	Capitalism and D	emocracy (pp.1	15-40), Palgrave I	Macmillan US		
	References	Books	Harari, Y	. N. (2018). 21 Lesso	ons for the 21st Cer	tury. Spiegel & Grau	l.											
	MOOC Co	urses																
	Video	s	https://w	ww.youtube.com/wat ww.youtube.com/wat	ch?v=5G-AojIVp6g ch?v=d2wVb_AILs	(solar cities of the fu (9.11.2001 for Clas	uture) https://www.yo sh of Cultures discus	outube.com/wate ssion)	ch?v=pyQaUDLW6ts (Ed	conomics of	happiness, abr	idged version) https	://www.youtube.o	com/watch?v=M	M2kHUKbPogQ (E	Economics of happines	s, full versi	on)
							С	ourse Articula	ation Matrix									
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	PO8	PO9	PO10		PO11	PO12	PSO)1	PSO2	PSO3	
CO1	2	-	-	-	-	-	-	-	-	-		-	-	1	'	-	-	
CO2	2	2	3	3	-	-	-	-	-	-		-	-	1		-	-	
CO3	2	-	3	3	-	-	-	-	-	-		-	-	-		1	-	
CO4	-	2	1	1	-	-	-	-	-	-		-	-	-		1	-	
CO5	-	1	-	1	-	-	-	-	-	-		•	-	-		-	-	
CO6	The The																	



Title of the Course	Dissertation/Research	ch Project									
Course Code	IDR- 101										
PartA											
Year	4th	Semester	7th	Credits	L	T	P	С			
1001	401	Selliester	741	Credits	0	0	10	10			
Course Type	Project				•						
Course Category	Projects and Interns	hip									
Pre-Requisite/s	Completion of core !	ripletion of core MBA courses Co-Requisite/is									
Course Outcomes & Bloom's Level	CO2- Students will b CO3- Students will b CO4- Students will b	pe a able to understand the roles and responsibilities able to Apply the provisions of Company Law to be able to Analyze the legal issues arising from co	ties of company directors, shareholders, and on to real-life scenarios involving company meeting company operations, mergers, acquisitions, and	gs, resolutions, and documentation.(BL3-Apply)	n of companies.(B	L1-Remember)					
Coures Elements	Skill Development Entrepreneurship Employability Professional Ethics Gender Human Values Environment X		SDG (Goals)	SDG1(No poverty) SDG4(Quality education) SDG8(Decerit work and economic growth) SDG17(Partnerships for the goals)							

Part B		
	Pedagogy	Hours

Modules		Contents	Pedagogy	Hours			
		Part	С				
Modules		Title		dicative-ABCA/PBL/ eriments/Field work/ Internships	Bloom's	s Level	Hours
5	Students will work on real-world b scenarios.	usiness problems related to their research topic, applying theoretical knowledge to practical	Field work		BL5-Evaluate		45

Part D(Marks Distribution)

	Theory							
Total Marks	Total Marks Minimum Passing Marks External Evaluation Min. External Evaluation Internal Evaluation Min. Internal Evaluation							
	Practical							
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation			
100	40	0	0	100				

Part E

Books Creswell, J. W. (2018). Qualitative inquiry and research design: Choosing among five approaches. Sage Publications.	
Articles	Ridley, D. (2008). The role of literature review in the research process. Journal of Business & Management, 14(1), 45-52.
References Books	Kumar, R. (2020). Research methodology: A step-by-step guide for beginners. Sage Publications.
MOOC Courses	
Videos Scribbr. (2019, October 3). How to write a thesis: Step by step guide [Video]. YouTube. https://www.youtube.com/watch?v=-qFi5h9OaGw	

Course Articulation Matrix
P08 P09 PO5 PO10 PO11 PO12 CO1 CO2 CO3 CO4



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Title of the Course	Dissertation/Research	issertation/Research Project							
Course Code	IDR- 101[P]	IDR-101[P]							
	Part A								
Year	4th	Semester	7th	Credits	L	T	P	С	
tear	401	Semester	741	Credits	0	0	10	10	
Course Type	Project	•	•	•			*	,	
Course Category	Projects and Interns	Projects and Internship							
Pre-Requisite/s	Completion of core !	Completion of core MBA courses Co-Requisite/s							
Course Outcomes & Bloom's Level	CO1. CO1. Students will be able to Remember to Receil and describe the fundamental concepts and principles of Company! Java, including the formation, incorporation, and classification of companies (BL1-Remember) CO2. Students will be able to Applying provisions of Company distriction, shareholders, and other key stakeholders (BL1-Remember) CO3. Students will be able to Applying provisions of Company distriction, shareholders, and other key stakeholders (BL1-Remember) CO3. Students will be able to Applying provisions of Company districtions (BL1-Remember) CO4. Students will be able to Apply the legal students entain from company operations, mergers, acquisitions, and winding up procedures (BL1-Remember) CO5. Students will be able to Apply the legal students entain from company operations, mergers, acquisitions, and winding up procedures (BL1-Sevaluate) CO5. Students will be able to Evaluate the impact of legal decisions and amendments in Company Law on business practices and corporate governance (BL5-Evaluate)								
Coures Elements	Skill Development ✓ Entrepreneurality ✓ Entrepreneurality ✓ Entrepreneurality ✓ Professional Efficis X Gender X Human Value X Environment X SDG (Goals) SDG(Cecent work and economic growth) SDG3(Decent work and economic growth) SDG3(Perent work and economic growth)								

		Part	: B				
Mod	lules	Contents		Pedagogy Hours			
	Part C						
Modules	odules Title		Inc Exp	dicative-ABCA/PBL/ eriments/Field work/ Internships	Bloom's Le	evel	Hours

Field work

BL5-Evaluate

	Part D(Marks Distribution) Theory							
Total Marks	Total Marks Minimum Passing Marks External Evaluation Min. External Evaluation Internal Evaluation Min. Internal Evaluation							
	Practical							
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation			
100	40	0	0	100				

	Part E					
Books Creswell, J. W. (2018). Qualitative inquiry and research design: Choosing among five approaches. Sage Publications.						
Articles Ridley, D. (2008). The role of literature review in the research process. Journal of Business & Management, 14(1), 45-52.						
References Books	Kumar, R. (2020). Research methodology: A step-by-step guide for beginners. Sage Publications.					
MOOC Courses						
Videos	Scribbr. (2019, October 3). How to write a thesis: Step by step guide [Video]. YouTube. https://www.youtube.com/watch?v=-qFi5h9OaGw					

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	-	-	-	1	2	1
CO2	2	1	3	-	-	-	-	-	-	-	-	-	-	1	-
CO3	2	-	-	1	-	-	-	-	-	-	-	-	1	2	1
CO4	2	1	-	3	-	-	-	-	-	-	-	-	-	1	1
CO5	-	1	3	1	-	-	-	-	-	-	-	-	1	-	1
COS	_	_		_		_	_	_	_	_	_	_	_	_	



DDA Hono

Title of the Course	Dissertation/Research	ssertation/Research Project						
Course Code	IDR- 201	OR-201						
			Part A					
Year	4th	Semester	8th	Credits	L	Т	P	С
1001	401	Selliester	Gai	Ciedits	0	0	10	10
Course Type	Project	•	•					
Course Category	Projects and Interns	rojects and internship						
Pre-Requisite/s	Completion of core !	MBA courses		Co-Requisite/s				
Course Outcomes & Bloom's Level	CO3- Students will b	CO1- CO1. Students will be able to Remember to Recall and describe the fundamental concepts and principles of Company Law, including the formation, incorporation, and classification of companies. (BL1-Remember) CO23. Students will be a able to understand the roles and responsibilities of company directors, shareholders, and other key stakeholders (BL2 Understand) CO33. Students will be able to Analyze the legal issues arising from company operations, mergers, acquisitions, and winding up procedures (BL3-Remember) CO34. Students will be able to Analyze the legal issues arising from company operations, mergers, acquisitions, and winding up procedures (BL4-Analyze) CO35. Students will be able to Evaluate the impact of legal decisions and amendments in Company Law on business practices and corporate governance. (BL5-Evaluate) CO35. Students will be able to Evaluate the impact of legal decisions and amendments in Company Law on business practices and corporate governance. (BL5-Evaluate)						
Coures Elements	Skill Development Entrepreneurship Course Elements Professional Ethics X Gender X Human Values X Environment X SDG (Goals) SDG (Goals) SDG (Quality education) SDG(Decent work and economic growth) SDG(T/Partnerships for the goals)							

	Part B					
Modules	Contents		Pedagogy		Hours	
Part C						
Indicative_ARCAIPRI /						

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
	Students will work on real-world business problems related to their research topic, applying theoretical knowledge to practical scenarios.	Field work	BL5-Evaluate	45

		Part D(Marks Distribution)							
	Theory								
I	Total Marks Minimum Passing Marks External Evaluation Min. External Evaluation Internal Evaluation Min. Internal Evaluation								
T									
I		Practical							
I	Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation			
I	100	40	0	0	100				

	Part E					
Books Creswell, J. W. (2018). Qualitative inquiry and research design: Choosing among five approaches. Sage Publications.						
Articles Ridley, D. (2008). The role of literature review in the research process. Journal of Business & Management, 14(1), 45-52.						
References Books	Kumar, R. (2020). Research methodology: A step-by-step guide for beginners. Sage Publications.					
MOOC Courses						
Videos	Scribbr. (2019, October 3). How to write a thesis: Step by step guide [Video]. YouTube. https://www.youtube.com/watch?v=-qFi5h9OaGw					

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	P06	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	-	-	-	1	-	1
CO2	2	1	3	-	-	-	-	-	-	-	-	-	-	1	-
CO3	2	-	-	1	-	-	-	-	-	-	-	-	1	-	1
CO4	2	1	-	3	-	-	-	-	-	-	-	-	-	1	-
CO5	2	1	-	-	-	-	-	-	-	-	-	-	1	-	1
CO6	-	-	-		-	-	-	-	-		-	-	-		



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Title of the Course	Dissertation/Research	ch Project									
Course Code	IDR- 201[P]	201[P]									
	Part A										
Year	4th	Semester	8th	Credits	L	T	P	С			
rear	401	Semester	our	Credits	0	0	10	10			
Course Type	Project										
Course Category	Projects and Internsl	icts and Internship									
Pre-Requisite/s	Completion of core N	MBA courses		Co-Requisite/s							
Course Outcomes & Bloom's Level	CO2- Students will b CO3- Students will b CO4- Students will b	O1- CO1. Students will be able to Remember to Recall and describe the fundamental concepts and principles of Company Law, including the formation, incorporation, and classification of companies, (BL1-Remember) 20.2 Students will be a able to understand the roles and responsibilities of company directors, shareholders, and other key stabeholders, (BL2-Indenstand) 20.2 Students will be a able to understand the roles and responsibilities of company meeting, recompany									
Coures Elements	Skill Development Entrepreneurship Employability Professional Ethics Gender Human Values Environment X		SDG (Goals)	SDG1(No poverty) SDG4(Quality education) SDG8(Decent work and economic growth) SDG17(Partnerships for the goals)							

_		_	

Hours

Contents

Modules

	Part	C		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Students will work on real-world business problems related to their research topic, applying theoretical knowledge to practical scenarios.	Field work	BL5-Evaluate	45

Part D(Marks Distribution)

	Theory									
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					
	Practical									
Total Marks	Minimum Passing Marks	Minimum Passing Marks External Evaluation		Internal Evaluation	Min. Internal Evaluation					
100	40	0	0	100						

Part E

Books	Creswell, J. W. (2018). Qualitative inquiry and research design: Choosing among five approaches. Sage Publications.		
Articles	Ridley, D. (2008). The role of literature review in the research process. Journal of Business & Management, 14(1), 45-52.		
References Books Kumar, R. (2020). Research methodology: A step-by-step guide for beginners. Siage Publications.			
MOOC Courses			
Videos	Scribbr. (2019, October 3). How to write a thesis: Step by step guide [Video]. YouTube. https://www.youtube.com/watch?v=-qFi5h9OaGw		

Cor	urse Ar	ticula	tion I	Matrix	

COs	PO1	PO2	P03	PO4	PO5	P06	P07	P08	P09	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	-	-	-	1	2	1
CO2	2	1	3				-	-	-	-	-	-	-	1	-
CO3	2	-	-	1			-	-	-	-	-	-	1	2	1
CO4	2	1	-	3	-	-	-	-	-	-	-	-	-	1	1
CO5	2	1	3	1			-	-	-	-	-	-	1	-	1
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



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Title of the Course	Internship									
Course Code	ITR- 101									
		Part	A							
Year	4th	Semester	7th	Credits	L	T	Р	С		
					0	0	3	3		
Course Type	Project									
Course Category	Projects and Internship	jects and Internship								
Pre-Requisite/s	Successful completion of the s	ummer internship program and familiarity with the tasks, projects, challen	ges, and solutions encountered during the internship period.	Co-Requisite/s						
Course Outcomes & Bloom's Level	CO3- Students will be able to A CO4- Students will be able to A	On: CO1: Students will be able to Remember to Recall and describe the fundamental concepts and principles of Company Law, including the formation, incorporation, and classification of companies. (BL1-Remember) October 100: Students will be able to understand the roles and responsible so of company directors, shareholders, and other key stableholders. (BL2-Understand) Consideration will be able to Apply the provisions of Company Law for real-life scenarios involving company meetings, recollections, and documents of the company								
Skill Development / Entreprenualiny X Employability X Professional Ethics X Gender X Human Values X Environment X			SDG (Goals)	SDG4(Guality education) SDG5(Decent work and economic growth) SDG17(Partnerships for the goals)						

raitb		
	Pedagogy	Hours

	Part D(Marks Distribution)									
	Theory									
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					
			Practical							
Total Marks	Minimum Passing Marks	External Evaluation Min. External Evaluation		Internal Evaluation	Min. Internal Evaluation					
100	40	0	0	40						

Contents

Modules

	Part E
Books	
Articles	
References Books	
MOOC Courses	
Videos	

COs	PO1	PO2	PO3	PO4	PO5	P06	P07	P08	P09	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	1	-	1	-	-	-	-	-	1	-	2
CO2	2	-	3	-	1	1	2	-	-	-	-	-	1	1	-
CO3	1	-	2	-	1	-	-	1	-	-	-	-	-	-	1
CO4	1	2	-	1	-	1	2	1	-	-	-	-	1	1	-
CO5	-	1	2	1	2	1	1	-	-	-	-	-	-	1	-
CO6	1	-	1	2	1	1	-	1		-	-	-	-	-	1



PComHone.

Title of the Course	Internship										
Course Code	ITR- 101[P]										
			Part A								
Year	4th	Semester	7th	Credits	L	Т	P	С			
1001	401	Semester	741	Credits	0	0	3	3			
Course Type	Project	a a									
Course Category	Projects and Internship	ojects and Internship									
Pre-Requisite/s	Co-Requisite/s										
Course Outcomes & Bloom's Level	CO1- CD1. Students will be able to Remember to Recall and describe the fundamental concepts and principles of Company Law, including the formation, incorporation, and classification of companies (BL1-Remember) CO2-Students will be a able to understand the roles and responsibilities of company directors, shareholders, and classification will be a able to understand the roles and responsibilities of company directors, shareholders, and company meetings, resolutions and company to the company of the										
Skill Development ✓ Enteperencuship ✓ Employability Coures Elements Professional Entics X Gender X Human Values ✓ Environment X		SDG (Goals)	SDG4(Quality education) SDG5(Gender equality secondaric growth) SDG5(Gender equality secondaric growth) SDG5(Sender equality secondaric growth) SDG5(Responsible consultion) SDG15(Climate action) SDG17(Partnerships for the goals)								

Part B

Pedagogy

Hours

Contents

Modules

	Part	t C		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Students will analyze and compare talent management practices across different global organizations or industries. The project involves conducting case studies, identifying best practices, and critically evaluating their applicability and effectiveness in various cultural and economic contexts.	PBL	BL4-Analyze	15

Part D(Marks Distribution)

	Theory									
Total Marks	Minimum Passing Marks	External Evaluation Min. External Evaluation		Internal Evaluation	Min. Internal Evaluation					
	Practical									
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					
100	40	0	0	40						

Part E

Books	
Articles	
References Books	
MOOC Courses	
Videos	

COs	PC	01	PO2	PO3	PO4	PO5	P06	P07	P08	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1		-	-	1	-	-	-	-	-	-	-	-	1	-	2
CO2	2		-	3	-	-	-	-	-	-	-	-	-	1	1	-
CO3	1		-	2		-	-	-	-	-	-		-	-	-	1
CO4	1		2	-	1	-	-	-	-	-	-	-	-	1	1	-
CO5	-		1	2	1	-	-	-	-	-	-		-	-	1	-
CO6	-		-	-	-	-	-	-	-	-	-	-	-	-	-	-



MBA-Dual_Specialization

Title of the Course	Service Marketing
Course Code	MBA -304 MM [T]

Ρ	aı	t	Α	

Year	2nd	Semester	3rd	Credits	L	Т	Р	С		
Teal	ZIIU	Semester	Sid	Credits	4	0	0	4		
Course Type	Theory only									
Course Category	Discipline Elective	line Electives								
Pre-Requisite/s	An essential expo	sure to the concepts prevailing in the s	ervice industry is desirable.	Co-Requisite/s						
Course Outcomes & Bloom's Level	CO1- Students will be able to define key concepts in service marketing.(BL1-Remember) CO2- Students will be able to explain the principles and theories of services marketing.(BL2-Understand) CO3- Students will be able to analyze the unique challenges faced in marketing intangible services compared to physical products.(BL3-Apply) CO4- Students will be able to evaluate the service blueprint of a chosen organization and identify potential areas for improvement.(BL4-Analyze) CO5- Students will be able to critically assess the effectiveness of different service marketing sconsidering factors like target audience and service type.(BL5-Evaluate) CO6- Students will be able to develop a comprehensive service marketing plan for a new service concept.(BL6-Create)									
Coures Elements	Skill Development Entrepreneurship Employability ✓ Professional Ethic Gender X Human Values X Environment X	×	SDG (Goals)	SDG4(Quality education) SDG12(Responsible consuption and production)						

Part B

Modules	Contents	Pedagogy	Hours
1	Foundation of Services Marketing: Introduction to Services, the Gaps Model of Service Quality, Focus on the Customer, Consumer Behaviour in Service.	Interactive Lectures, Case Studies, Experiential Learning	12
2	Customer Expectations of Service, Customer Perception of Service, Understanding Customer Requirements.	Interactive Lectures, Case Studies, Experiential Learning	12
3	Listening to Customers through Research, Building Customer Relationship, Service Recovery and Various Recovery Strategies.	Interactive Lectures, Case Studies, Experiential Learning	12
4	Aligning Service Design and Standards, Service Development and Design, Customer- Defined Service Standards, Physical Evidence and the Services cape, Delivering and Performing Service.	Interactive Lectures, Case Studies, Experiential Learning	12
5	The roles of Employees and Customers in Service Delivery, Service Delivery through Intermediaries and Electronic Channels, Demand and Capacity management, Service Promise management, and IMC are discussed.	Interactive Lectures, Case Studies, Experiential Learning	12

Part C

	Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5		Developing a Customer-Centric Marketing Strategy for a Service-Based Business	PBL	BL6-Create	15

Part D(Marks Distribution)

			Theory		
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	40	12	60	
			Practical		
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

Part E

Books	Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). Services Marketing: Integrating Customer Focus Across the Firm (7th ed.). Tata McGraw-Hill Education.
Articles	Angulo-Ruiz, F., Donthu, N., Prior, D., & Rialp, J. (2014). The financial contribution of customer-oriented marketing capability. Journal of the Academy of Marketing Science, 42, 380-399. Kühl, N., Mühlthaler, M., & Goutier, M. (2020). Supporting customer-oriented marketing with artificial intelligence: automatically quantifying customer needs from social media. Electronic Markets, 30(2), 351-367.
References Books	Lovelock, C. H., Wirtz, J., & Chew, P. (2019). Essentials of Services Marketing (3rd ed.). Pearson.
MOOC Courses	
Videos	https://study.com/academy/lesson/video/market-orientation-and-sales-orientation-definition-and-differences.html?wvideo=si7jhr10is https://youtu.be/ThXUREwvZFc

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	1	-	1	-	1	1	-	-	-	-	-	1	2	-
CO2	1	-	2	1	2	1	1	-	-	-	-	-	1	-	1
CO3	2	1	1	2	1	2	-	2	-	-	-	-	-	1	1
CO4	2	1	-	3	-	1	-	1	-	-	-	-	1	-	1
CO5	1	2	1	2	1	2	1	-	-	-	-	-	2	1	-
CO6	1	-	1	-	-	-	-	1	-	-	-	-	1	-	2



MBA-Dual_Specialization

Title of the Course	Marketing Management
Course Code	MBA-201[T]

		Part A							
Year	1st	Semester	2nd	Credits	L T P C 3 0 0 3				
Course Type	Theory only			J.					
Course Category	Discipline Core								
Pre-Requisite/s		tudents should have a basic understanding of marketing principles, consumer behavior, market research techniques, ormunication skills, analytical thinking, and awareness of digital marketing trends and strategies.							
Course Outcomes & Bloom's Level	CO2- Student will be CO3- Student will be CO4- Student will be CO5- Student will be	e able to define the four Ps of the marketing mix(BL able to explain the concept of market segmentation able apply the marketing mix framework to develop able Analyze the strengths and weaknesses of diffe able evaluate the effectiveness of a marketing camp able to Develop a new product concept considering	and its benefits for marketing strategies. (BL2-L a marketing plan for a specific product or servic rent marketing channels (BL4-Analyze) paign based on key performance indicators (KP	ce.(BL3-Apply) ls)(BL5-Evaluate)					
Coures Elements	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics 3 Gender X Human Values X Environment X		SDG (Goals)	SDG4(Quality education)					

Part B

		Part B	
Modules	Contents	Pedagogy	Hours
1	Introduction to Marketing and Market Research: Importance and scope of Marketing, Core Marketing Concepts, Marketing orientations, Marketing Environment, Marketing Research process, Marketing Research & Ethics	Interactive lectures, case studies, problem-based learning	9
2	Designing a Customer Driven Strategy: Market segmentation - STP Process - bases of segmentation, market targeting – evaluating market segmentation, selecting target market segmentation, positioning –product positioning strategies	Interactive lectures, case studies, problem-based learning	9
3	Product and Price Mix Decisions: Developing products & brands – product levels; classifying products, product line & product mix, Product Life Cycles, New Product Development Process, Pricing Decisions -Pricing methods and pricing strategies	Interactive lectures, case studies, problem-based learning	9
4	Place and Promotion Decisions: Place- Types of distribution, Levels of distribution (Consumer and industrial), Promotional mix decisions- advertising, public relations, sales promotion, personal selling.	Interactive lectures, case studies, problem-based learning	9
5	Rural marketing, Relationship Marketing, Digital marketing, Social Media Marketing, Postmodern marketing, Green Marketing	Interactive lectures, case studies, problem-based learning	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
1	Developing a Marketing Strategy to Enhance Customer Value for a Retail Brand	PBL	BL6-Create	15

Part D(Marks Distribution)

	Theory							
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation			
100	40	40	12	60				
			Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation			

Part E

Books	Lamb, C. W., Hair, J. F., & McDaniel, C. D. (2016). Principles of Marketing: A South Asian Perspective Cengage Learning. Grewal, D. and Levy, M. (2016) Marketing Management, 5th edition, McGraw Hill, New York.
Articles	Leonidou, C. N., & Leonidou, L. C. (2011). Research into environmental marketing/management: a bibliographic analysis. European Journal of Marketing, 45(1/2), 68-103 Webster Jr, F. E. (2005). A perspective on the evolution of marketing management. Journal of Public Policy & Marketing, 24(1), 121-126
References Books	Ramaswamy, V. S., & Namakumari, S. (2009). Marketing management: Global perspective, Indian context. Macmillan.
MOOC Courses	https://onlinecourses.nptel.ac.in/noc22_mg57/preview
Videos	https://youtu.be/TL0K0AhI7kE https://youtu.be/iGOw39GWDal https://youtu.be/PDiXCQaaxJM

							Oddis	C Al liculation	III Watin						
COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	1	-	1	2	-	1	1	-	-	-	-	-	2	1
CO2	2	-	1	1	-	3	3	1	-	-	-	-	1	3	-
CO3	1	1	-	1	-	2	-	1	-	-	-	-	1	1	1
CO4	2	1	3	1	1	-	1	2	-	-	-	-	1	1	2
CO5	1	-	3	2	-	2	2	1	-	-	-	-	-	1	2
CO6	2	-	1	-	1	-	2	-	-	-	-	-	2	1	-



MBA-Dual_Specialization

Title of the Course	Financial Manage	ncial Management							
Course Code	MBA-203[T]	-203[T]							
	Part A								
Veer	4-4	0	01	Our dite	L	Т	Р	С	
Year	1st	1st Semester	2nd	Credits	4	0	0	4	
Course Type	Theory only		<u>'</u>		•				
Course Category	Discipline Electiv	cipline Electives							
Pre-Requisite/s	Familiarity with b	asic accounting and a logical mind	I-set to grasp the nuances of finance.	Co-Requisite/s					

CO1- Students will be able to develop comprehension of fundamental concepts in financial management. (BL1-Remember)
CO2- Students will be able to relate the financial theories with the decision making process.(BL2-Understand)
CO3- Students will be able to apply financial management tools and techniques to evaluate investment projects.(BL3-Apply)
CO4- Students will be able to analyze information relating to sources and uses of capital from financial manager's perspective.(BL4-Analyze)
CO5- Students will be able to develop a financial forecast for a company, considering various factors.(BL5-Evaluate)
CO6- Students will be able develop a comprehensive financial model to evaluate the feasibility and financial implications of a complex business decision(BL6-Create) Course Outcomes & Bloom's Level

Skill Development ✓
Entrepreneurship X
Employability ✓
Professional Ethics X **Coures Elements** SDG (Goals) Gender X
Human Values X
Environment X

SDG4(Quality education) SDG12(Responsible consuption and production)

Dart B

		Part B	,
Modules	Contents	Pedagogy	Hours
1	Introduction to Financial management – Concept, finance functions, finance decisions, importance, financial Management v/s financial accounting. Financial Goals – Profit maximization versus wealth Maximization Capitalization – Concept, theories – cost theory and earning theory, classification – over Capitalization and under capitalization, problems and solutions.	Interactive lectures, case studies, problem-based learning	12
2	Time value of money – Concept, time preference for money, required rate of return. Present value – Determination of present value of single cash flow, annuity, uneven cash flows, problems and solutions. Future value – determination of future value of single cash flows, annuity, Rule of 72 and 69, Measurement of perpetuity, problems and solutions.	Interactive lectures, case studies, problem-based learning	12
3	Capital Structure – Introduction, components, the utility of the optimum capital structure. Theories of optimum Capital structure – net income approach, traditional approach, net operating income approach and Modigiani and miller approach, problems and solutions. Capital structure planning and policy.	Interactive lectures, case studies, problem-based learning	12
4	Cost of capital - Introduction, significance, concept of the opportunity cost of capital. Valuation of cost of debt - debt issued at par, premium and discount; cost of term loan; problems and Solutions. Valuation of cost of Share capital - cost of preference capital; cost of equity capital - Dividend growth model, CAPM model, earning price ratio approach; cost of reserve funds; WACC; Problems and solutions.	Interactive lectures, case studies, problem-based learning	12
5	Capital budgeting – Introduction, Investment decisions, Types of investment decisions. Investment Evaluation criteria – payback period, discounted payback period, post payback profitability, NPV Approach, profitability index, IRR approach; problems and solutions.	Interactive lectures, case studies, problem-based learning	12

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
1	Developing a Comprehensive Financial Strategy for a Start-Up	PBL	BL6-Create	15

Part D(Marks Distribution)

	Theory								
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation				
100	40	40	12	60					
			Practical						
Total Marks Minimum Passing Marks		External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation				

Part E

Books	Khan, M. Y., & Jain, P. K. (2016). Financial Management: Text, Problems, and Cases (7th ed.). Tata McGraw-Hill Education. Brigham, E. F., & Ehrhardt, M. C. (2020). Financial Management: Theory & Practice (16th ed.). Cengage Learning.			
Articles	Brigham, E. F. (2016). Financial management: Theory and practice. Cengage Learning Canada Inc. Atrill, P. (2006). Financial management for decision makers. pearson Education.			
References Books Chandra, P. (2018). Financial Management: Theory and Practice (10th ed.). McGraw-Hill Education.				
MOOC Courses	https://onlinecourses.nptel.ac.in/noc22_mg66/preview			
Videos https://youtu.be/WNm_ez1h7Tc https://youtu.be/AgTOfu109Uc				

	Course / incondition Matrix														
COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	1	1	-	2	1	1	1	-	-	-	-	2	-	1
CO2	1	-	-	-	1	-	1	-	-	-	-	-	-	2	1
CO3	1	1	2	1	-	1	-	1	-	-	-	-	2	1	1
CO4	1	-	1	2	2	3	2	1	-	-	-	-	1	-	1
CO5	1	1	2	1	3	2	1	1	-	-	-	-	-	1	1
CO6	-	-	1	-	1	-	2	-	-	-	-	-	-	1	-



MBA-Dual_Specialization

Title of the Course	Innovation and Entrepreneurship
Course Code	MBA-204[T]

		F	Part A					
Veer	Year 1st Semester 2nd		On d	One dite		Т	Р	С
теаг			Zild	Credits	3	0	0	3
Course Type	Theory only					•		
Course Category	Discipline Core							
Pre-Requisite/s	Students should have a thorough understanding of entrepreneurship concepts, stages, business plans, funding options, entrepreneurial strategies, and business growth.							
Course Outcomes & Bloom's Level	CO2- Students will CO3- Students will CO4- Students will CO5- Students will	be able to identify and define key entreprene, be able to explain the different types of entrep e able to apply opportunity evaluation frame be able to analyze the internal and external fe be able to evaluate the feasibility of a busines be able to develop a comprehensive business	reneurial ventures and their characteristics works to assess the viability of a potential b totors influencing a new venture's success t s plan by assessing financial projections ar	usiness idea.(BL3-Apply) using different analytical tools .(BL4-Analyze)				
Coures Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ SDG4(Quality education)				tion)			

Part B

	<u>'</u>	raitu	1
Modules	Contents	Pedagogy	Hours
1	Entrepreneur & Entrepreneurship – Concept, characteristics, attitude and approach, Entrepreneur v/s Intrapreneur. Entrepreneur V/S Manager; Importance of entrepreneurship for growth and development of an economy	Interactive Lectures, Case Studies, Experiential Learning	9
2	Starting a new business – Creating a Business Plan, Making a Product Choice, Setting up Infrastructure, Naming and Registering a Business, Choosing a form of Business Organization, Choosing the Location of the Industry, Pricing your Product, Regulatory Requirements, Financing a startup Business, Sourcing Process, R M, Mach. & Equip., Hiring Human Resource.	Interactive Lectures, Case Studies, Experiential Learning	9
3	Financial Analysis – Leverage considerations, Capital budgeting techniques by considering risk (Risk adjusted discount rate, Sensitivity analysis, Probabilistic approach & Certainty equivalent), cost benefit analysis. Case Study – United Utilities.	Interactive Lectures, Case Studies, Experiential Learning	9
4	Organizational support for Entrepreneurship development - Micro, Small & Medium Enterprise - Concept, MSME act, departments, Schemes and grants; Role of State financial corporation and District financial corporation for promoting entrepreneurship.	Interactive Lectures, Case Studies, Experiential Learning	9
5	Entrepreneurial Opportunity in Madhya Pradesh – Departments, Grants, Scheme & various policies and programmes. Biographies and traits of great entrepreneurs – Steve jobs, Michael Dell, Mohd. Younis.	Interactive Lectures, Case Studies, Experiential Learning	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
2	Developing a Business Plan for a Tech Startup	PBL	BL6-Create	15

Part D(Marks Distribution)

	Theory										
Total Marks Minimum Passing Marks External Evaluation Min. External Evaluation Internal Evaluation		Min. Internal Evaluation									
100 40 40		40	12	60							
			Practical								
Total Marks Minimum Passing Marks		External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation						

Part E

Books	Kuratko, D. F. (2020). Entrepreneurship: Theory, Process, and Practice (11th ed.). Pearson.				
Articles	Naude, W. (2008). Entrepreneurship in economic development. Audretsch, D. (2012). Entrepreneurship research. Management decision, 50(5), 755-764.				
References Books Khanka, S. S. (2006). Entrepreneurial Development. S. Chand Ltd.					
MOOC Courses https://www.coursera.org/specializations/entrepreneurship-growing-your-business					
Videos https://youtu.be/Xa8fzxbHg_s https://youtu.be/VLMS5bR2Fbs					

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	-	-	-	-	-	1	-	-	-	-	-	1	-	1
CO2	2	1	-	1	-	3	3	-	-	-	-	-	-	1	-
CO3	2	-	-	1	-	-	-	1	-	-	-	-	1	-	1
CO4	-	1	3	1	-	-	-	-	-	-	-	-	1	-	2
CO5	-	-	3	-	-	1	-	1	-	-	-	-	-	2	-
CO6	1	-	-	2	-	-	1	-	-	-	-	-	-	1	-



MBA-Dual_Specialization

Title of the Course	Production and Operations Management
Course Code	MBA-205[T]

		Pai	rt A					
Year	1st	Semester	2nd	Credits	L	Т	Р	С
Teal	151	Semester	Zilu	Credits	3	0	0	3
Course Type	Theory only							
Course Category	Discipline Core							
Pre-Requisite/s	Students should have a basic understanding of supply chain basics, quantitative analysis skills, familiarity with manufacturing processes, knowledge of quality management principles, and awareness of technology's role in operations.							
Course Outcomes & Bloom's Level	CO1- Students will be able to define key concepts in production and operations management(BL1-Remember) CO2- Students will be able to explain the difference between various production systems.(BL2-Understand) CO3- Students will be able to apply forecasting techniques to predict future demand for a product or service.(BL3-Apply) CO4- Students will be able to analyze the impact of different inventory management strategies on cost and customer service.(BL4-Analyze) CO5- Students will be able to evaluate the effectiveness of a production line layout based on efficiency and safety considerations(BL5-Evaluate) CO6- Students will be able to design a production schedule that optimizes resource allocation and meets customer delivery deadlines, (BL6-Create)							
Coures Elements	Skill Development ✓ Entrepreneurship × Employability ✓ Professional Ethics × Gender × Human Values × Environment ×				ction)			

Part B

Modules	Contents	Pedagogy	Hours
1	Introduction - An overview of production and operations management, Production Cycle, Process Selection and Design, Responsibilities of Operations Manager, Product Design, Plant Location models, Layout Planning.	Interactive Lectures, Case Studies, Problem-Based Learning, Interactive Workshops	9
2	Forecasting as a planning tool; Forecasting types and methods (Qualitative and Quantitative); Measurement of errors.	Interactive Lectures, Case Studies, Problem-Based Learning, Interactive Workshops	9
3	Production planning techniques, Capacity Management, Lean Production, Line of balance, Aggregate Planning- Techniques, Disaggregating the aggregate plan, Master Scheduling Process.	Interactive Lectures, Case Studies, Problem-Based Learning, Interactive Workshops	9
4	Inventory management –Objectives, Inventory ordering Policies, Inventory control techniques- ABC, VED, SED, FSN, Numerical on EOQ and EBQ, Just in Time Production.	Interactive Lectures, Case Studies, Problem-Based Learning, Interactive Workshops	9
5	Project Management –Introduction, Principles, Project Process Flows. Project Implementation- Introduction, Project Management Life Cycle, Project Monitoring and Control (CPM and PERT), Risk Management, Project Closure	Interactive Lectures, Case Studies, Problem-Based Learning, Interactive Workshops	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
3	Optimizing Supply Chain Processes for a Logistics Company	PBL	BL6-Create	15

Part D(Marks Distribution)

	Theory						
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation		
100	40	40	12	60			
	Practical						
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation		

Part E

Books	Stevenson, W. J. (2018). Operations Management, 12th Ed. McGraw Hill Education. Krajewski, L. J., Ritzman, L. P., Malhotra, M. K. and Srivastava, S. K. (2011). Operations Management: Processes and Supply Chains, 9th Ed. Pearson. Chary, S. N. (2009). Production & Operations Management, 4th Ed., Tata McGraw Hill.
Articles	Kang, N., Zhao, C., Li, J., & Horst, J. A. (2016). A Hierarchical structure of key performance indicators for operation management and continuous improvement in production systems. International journal of production research, 54(21), 6333-6350 Mahmoud, M. I., Ammar, H. H., Handy, M. M., & Eissa, M. H. (2015, December). Production operation management using manufacturing execution systems (MES). In 2015 11th international computer engineering conference (ICENCO) (pp. 111-116). IEEE.
References Books	Chase, R. B., Jacobs, F. R., Aquilano, N. J. (2003). Operations Management for Competitive Advantage, 10th Ed. Tata McGraw Hill. Mahadevan, B. (2010). Operations Management: Theory and Practice, 2nd Ed. Pearson.
MOOC Courses	https://onlinecourses.nptel.ac.in/noc22_mg15
Videos	https://youtu.be/aXWw1hlhevY?list=PLLy_2iUCG87A-kHGx4YUY97ShTTqBfA6-https://youtu.be/2OBKUR5cjIM?list=PLLy_2iUCG87A-kHGx4YUY97ShTTqBfA6-

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	2	-	-	1	1	-	-	-	-	1	-	1
CO2	1	-	-	1	-	1	1	-	-	-	-	-	2	1	-
CO3	-	2	1	1	-	-	1	1	-	-	-	-	-	1	-
CO4	-	1	1	1	-	1	-	-	-	-	-	-	-	1	1
CO5	1	-	1	-	-	1	1	1	-	-	-	-	1	-	-
CO6	-	1	-	-	1	-	-	-	-	-	-	-	-	1	1



MBA-Dual_Specialization

Title of the Course	Research Methodology Using SPSS
Course Code	MBA-206[T]

		Par	t A					
Year	1st	Semester	2nd	Credits	L	Т	Р	С
Teal	131	Semester	Zild	Credits	3	0	0	3
Course Type	Theory only							
Course Category	Discipline Core							
Pre-Requisite/s	Students should have	ve an elementary level understanding of Research	ch Methodology.	Co-Requisite/s				
Course Outcomes & Bloom's Level	CO1- Students will be able to identify and differentiate between quantitative and qualitative research methods relevant to business problems (BL1-Remember) CO2- Students will be able to explain the key characteristics of different research designs and their appropriate applications (BL2-Understand) CO3- Students will be able to formulate a research question and develop a research plan aligned with a specific business decision-making scenario. (BL3-Apply) CO4- Students will be able to critically evaluate the strengths and weaknesses of various data collection methods considering different factors (BL4-Analyze) CO5- Students will be able to analyze and interpret research findings, drawing meaningful conclusions and identifying their business implications (BL5-Evaluate) CO6- Students will be able to develop and present a research proposal for a business research project, outlining a clear methodology, data analysis plan, and expected outcomes. (BL6-Create)							
Coures Elements	Skill Development X Entrepreneurship X Employability V Professional Ethics Gender X Human Values X Environment X		SDG (Goals)	SDG4(Quality education)				

Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Research Methodology Definition, Nature, and Significance of Research in Business Types of Research (Exploratory, Descriptive, Causal) The Research Process: Steps and Ethical Considerations Formulating Research Questions and Research Objectives	Interactive Lectures, Case Studies, Experiential Learning	9
2	Research Design and Methods Designing Effective Research Studies: Quantitative, Qualitative, and Mixed Methods Sampling Techniques and Sample Size Determination Data Collection Methods: Surveys, Interviews, Observations, and Experiments	Interactive Lectures, Case Studies, Experiential Learning	9
3	Measurement and Scaling Levels of Measurement (Nominal, Ordinal, Interval, Ratio) Designing Questionnaires and Measurement Scales Reliability and Validity Testing of Measures	Interactive Lectures, Case Studies, Experiential Learning	9
4	Data Analysis Techniques Introduction to Statistical Analysis Software (e.g., SPSS) Descriptive Statistics: Summarizing Data Patterns Hypothesis Testing and Statistical Inference Basic Data Analysis Techniques (e.g., Chi-Square Test, t-Test, ANOVA)Parameters, Other Probability Sampling Techniques, Adjusting the Statistically Determined Sample Size.	Interactive Lectures, Case Studies, Experiential Learning	9
5	Research Report Writing and Communication Structure and Components of a Research Report Effective Research Report Writing Techniques Communicating Research Findings through Presentations Research Ethics and Avoiding Plagiarism	Interactive Lectures, Case Studies, Experiential Learning	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Designing and Conducting a Market Research Study to Assess Consumer Preferences	PBL	BL6-Create	15

Part D(Marks Distribution)

	Theory							
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation			
100	40	40	12	60				
	Practical							
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation			

Part E

Books	Malhotra, N. K. (2016). Marketing Research: An Applied Orientation (7th ed.). Pearson.
Articles Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. Journal of business research, 104, 333-339 Ørngreen, R., & Levinsen, K. T. (2017). Workshops as a research methodology. Electronic Journal of E-learning, 15(1), 70-81.	
References Books	Schindler, P. S., & Cooper, D. R. (2019). Business Research Methods (13th ed.). McGraw-Hill Education.
MOOC Courses	https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/330
Videos	https://youtu.be/JEZjwIDNEHY https://youtu.be/9x-iZDIBYEc

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	1	1	1	-	1	1	-	-	-	-	2	1	1
CO2	1	-	2	-	1	-	1	1	-	-	-	-	-	1	1
CO3	2	1	2	-	-	1	1	-	-	-	-	-	1	1	1
CO4	2	-	1	2	2	1	1	1	-	-	-	-	1	2	1
CO5	2	-	3	-	2	1	2	1	-	-	-	-	-	1	1
CO6	2	1	-	2	1	2	-	1	-	-	-	-	1	1	-



MBA-Dual_Specialization

Title of the Course	E-Commerce E-Commerce
Course Code	MBA-208[T]

Part A										
Year	1st	Semester	2nd	Credits	L	Т	Р	С		
Tour	130	Gemester	Zild	Credits	3	0	0	3		
Course Type	Theory only									
Course Category	Disciplinary Major									
Pre-Requisite/s		Basic understanding of business concepts and digital technologies is essential and familiarity with online consumer behavior and market dynamics is crucial for navigating the digital marketplace effectively.								
Course Outcomes & Bloom's Level										
Coures Elements	Skill Development Centrepreneurship Cemployability Cemployability Professional Ethics Gender Xemployability Human Values Xemployability Environment Environment En	,	SDG (Goals)	SDG8(Decent work and economic growth) SDG12(Responsible consuption and production)						

Part B

		- ait B	
Modules	Contents	Pedagogy	Hours
1	Introduction to E-Commerce: o History of E-Commerce o Types of E-Commerce Businesses o Legal and Ethical Aspects of E-Commerce	Interactive Lecture, Experiential Learning, Case Studies	9
2	E-Commerce Marketing: o Online Marketing Strategies o E-Commerce Advertising o E-Commerce Customer Relationship Management	Interactive Lecture, Experiential Learning, Case Studies	9
3	E-Commerce Management: o E-Commerce Business Models o E-Commerce Operations o E-Commerce Security	Interactive Lecture, Experiential Learning, Case Studies	9
4	E-Commerce Technologies: o Web Development o E-Commerce Software o E-Commerce Payment Systems	Interactive Lecture, Experiential Learning, Case Studies	9
5	E Commerce Analysis: o Analysis of E-Commerce Businesses o Developing E-Commerce Strategies	Interactive Lecture, Experiential Learning, Case Studies	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Develop an e-commerce website for a chosen product or service.	PBL	BL6-Create	15

Part D(Marks Distribution)

	Theory						
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation		
100	40	60	18	40			
	Practical						
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation		

Part E

Books	Laudon, K. C., & Traver, C. G. (2020). E-commerce: Business, Technology, Society (15th ed.). Pearson.
	Chaffey, D. (2019). Digital Business and E-Commerce Management: The Opportunities and Challenges. Journal of Management, 1(1), 8–25. https://doi.org/10.1177/0149206319843197
References Books	Turban, E., King, D., Lee, J., Liang, T., & Turban, D. (2021). Electronic Commerce 2020: A Managerial and Social Networks Perspective (8th ed.). Springer.
MOOC Courses	
Videos	

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	-	2	1	-	2	1	-	-	-	-	1	1	-
CO2	-	1	2	3	1	1	1	1	-	-	-	-	2	-	1
CO3	1	1	1	2	2	-	-	2	-	-	-	-	3	1	1
CO4	2	1	3	1	3	1	-	1	-	-	-	-	1	2	1
CO5	1	-	-	1	2	2	1	2	-	-	-	-	1	3	-
CO6	1	-	-	-	1	1	-	1	-	-	-	-	1	2	1



MBA-Dual_Specialization

Title of the Course	Workshop on SPSS
Course Code	MBA-209[P]

	•	Part A				
Year	1st	st Semester 2nd Credits				
Course Type	Lab only					
Course Category	Discipline Core					
Pre-Requisite/s	This SPSS workshop Excel.	requires the students to have a basic understanding	ng of statistics and proficiency in Microsoft	Co-Requisite/s		
Course Outcomes & Bloom's Level						
Coures Elements	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics > Gender X Human Values X Environment X		SDG (Goals)	SDG4(Quality education)		

Part B

Modules	Contents	Pedagogy	Hours
1	ntroduction to SPSS and Data Entry: Overview of SPSS interface and features. Data types and data entry in SPSS. Importing and exporting data.	Interactive Lectures, Case Studies, Experiential Learning	6
2	Descriptive Statistics: Measures of central tendency and dispersion. Frequency distributions and graphical representations. Cross-tabulations and data summarization techniques.	Interactive Lectures, Case Studies, Experiential Learning	6
3	Inferential Statistics: Hypothesis testing and significance levels. Parametric and non-parametric tests. Correlation and regression analysis.	Interactive Lectures, Case Studies, Experiential Learning	6
4	Advanced Data Analysis: Factor analysis and principal component analysis. ANOVA and MANOVA. Time series analysis and forecasting.	Interactive Lectures, Case Studies, Experiential Learning	6
5	Reporting and Visualizations: Generating and customizing reports. Creating charts and graphs. Exporting results and integrating with other software.	Interactive Lectures, Case Studies, Experiential Learning	6

Part D(Marks Distribution)

	Theory							
	·							
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation			
			Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation			
100	40	0	0	100				

Part E

Books	Hinton, P. R., McMurray, I., & Brownlow, C. (2014). SPSS explained. Routledge.
Articles	
References Books	Kulas, J. T., Roji, R. G. P. P., & Smith, A. M. (2021). IBM SPSS essentials: managing and analyzing social sciences data. John Wiley & Sons.
MOOC Courses	
Videos	

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2	1	-	-	-	-	-	-	-	-	-	3	-	-
CO2	2	1	1	-	-	-	-	-	-	-	-	-	2	1	-
CO3	3	2	1	-	1	-	1	-	-	-	-	-	-	1	-
CO4	1	1	-	1	-	2	-	1	-	-	-	-	2	-	1
CO5	3	2	1	-	1	-	2	-	-	-	-	-	1	1	-
CO6	1	3	2	1	1	-	2	1	-	-	-	-	-	2	1



MBA-Dual_Specialization

Title of the Course	Managerial Decision Modeling Using Spreadsheet
Course Code	MBA-301[T]

		1	Part A					
Year	2nd	Semester	3rd	Credits	L	Т	Р	С
i Gai	ZIIG	Gemester	Sid	Credits	3	0	0	3
Course Type	Theory only							
Course Category	Disciplinary Major							
Pre-Requisite/s		A basic understanding of spreadsheet software (such as Microsoft Excel) and foundational knowledge in management and business decision-making.						
Course Outcomes & Bloom's Level	CO2- Student will be CO3- Student will be CO4- Student will be CO5- Student will be	able to Identify key functions and tools ava able to Explain the basic concepts of decis able to Utilize spreadsheet software to con able to Interpret the results of spreadsheet able to Assess the effectiveness and limital able to Design complex decision models us	ion modeling and how they apply to manag struct models for solving business problem based models to make informed business ions of different decision models in various	perial decision-making.(BL2-Understand) is.(BL3-Apply) decisions.(BL4-Analyze)	reate)			
Coures Elements	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics 3 Gender X Human Values X Environment X		SDG (Goals)	SDG8(Decent work and economic growth) SDG11(Sustainable cities and economies) SDG12(Responsible consuption and productions and productions and productions of the goals)	ction)			

Part B

Modules	Contents	Pedagogy	Hours
1	Introduction: Introduction to managerial decision making: types of decision models, steps involved in decision modelling, possible problems in developing decision models. Linear programming models: development of a linear programming model, formulating a linear programming problem, Graphical solution of a LPP, Lenier programming modelling application with computer analysis in excel, Linear Programming Sensitivity analysis.	Interactive lectures, problem based learning, experiential learning	9
2	Transportation, Assignment and network models: Transportation model, Assignment Model, Transshipment model, shortest path model, maximal flow method.	Interactive lectures, problem based learning, experiential learning	9
3	Project management: Phases in project management, project network, Project managment techniques PERT & CPM, Managing Situational Analysis using SWOT approach Business Strategies: Competitive Strategy: - Cost Leadership, Differentiation & Focus, Cooperative Strategy: - Collusion & Strategic Alliances Corporate Strategies: Directional Strategy: Growth strategies, Stability Strategies & Retrenchment Strategies. Corporate Parenting Functional Strategies: Marketing, Financial, R&D, Operations, Purchasing, Logistics, HRM & IT. The sourcing decision: Outsourcing & offshoring.	Interactive lectures, problem based learning, experiential learning	9
4	Strategy Choice and Analysis: Scenario Analysis Process, Tools & Techniques of strategic Analysis: BCG Matrix, Ansoff Grid, GE Nine Cell Planning Grid, McKinsey's 7'S framework. Case Studies and Latest Updates. Strategy implementation: Developing Programs, Budget and Procedures, Stages of Corporate Development, Organizational Life cycle, Organizational Structures: Matrix, Network & Modular/Cellular; Reengineering and Strategy implementation, Leadership and corporate culture, Case Studies and Latest Updates.	Interactive lectures, problem based learning, experiential learning	9
5	Strategy Evaluation & Control: Evaluation & Control process, Measuring performance: types of controls, activity based costing, enterprise risk management, primary measures of corporate performance, balance scorecard approach to measure key Performance, responsibility centers, Benchmarking, Problems in measuring Performance & Guidelines for proper control. Strategic Audit of a Corporation. Case Studies and Latest Updates.	Interactive lectures, problem based learning, experiential learning	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
3	Create a financial model to support budgeting and financial planning for a company.	PBL	BL6-Create	15

Part D(Marks Distribution)

			Theory		
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	60	18	40	
		•	Practical	•	•
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

Part E

Books	Ragsdale, C. T. (2018). Spreadsheet Modeling and Decision Analysis: A Practical Introduction to Business Analytics (8th ed.). Cengage Learning.
	Albright, S. C., & Winston, W. L. (2019). Practical Management Science: Spreadsheet Modeling, Applications, and Analysis. INFORMS Transactions on Education, 20(2), 191-202. https://doi.org/10.1287/ited.2019.0203
References Books	Winston, W. L. (2016). Microsoft Excel Data Analysis and Business Modeling (5th ed.). Microsoft Press.
MOOC Courses	
Videos	

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	1	-	1	1	-	-	-	-	1	-	-
CO2	1	2	-	1	2	-	2	1	-	-	-	-	1	-	1
CO3	1	1	-	-	1	1	-	1	-	-	-	-	-	2	1
CO4	1	1	-	1	-	-	-	1	-	-	-	-	2	1	-
CO5	1	-	2	1	1	2	-	1	-	-	-	-	-	-	1
CO6	1	-	-	-	1	-	-	1	-	-	-	-	1	-	-



MBA-Dual_Specialization

Title of the Course	Digital Banking System
Course Code	MBA-303 FM[T]

	•	Part A							
Year	2nd	nd Semester 3rd Credits							
Course Type	Theory only								
Course Category	Discipline Electives								
Pre-Requisite/s	The students will have	Basic understanding of traditional banking conce	pts and familiarity with information technology.	Co-Requisite/s					
Course Outcomes & Bloom's Level	CO2- Students will be a CO3- Students will be a CO4- Students will be a CO5- Students will be a	able to recall key concepts and terminologies rela able to explain the evolution and components of a able to apply digital banking tools and techniques able to analyze the impact of digital banking on fit able to evaluate the security and regulatory implic able to evaluate the security and regulatory implic able to design innovative digital banking solutions	digital banking systems.(BL2-Understand) to financial operations.(BL3-Apply) nancial services and customer experience.(BL4- bations of digital banking systems.(BL5-Evaluate						
Coures Elements	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics X Gender X Human Values X Environment X		SDG (Goals)						

Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Digital Banking: Overview of Digital Banking - Evolution of digital banking - Traditional banking vs. digital banking - Benefits and challenges of digital banking. Key Digital Banking Services:- Online banking - Mobile banking - Digital payment systems - Electronic funds transfer (EFT)-Regulatory Framework and Compliance - Key regulations and compliance requirements - Security and privacy issues in digital banking	interactive lectures, case studies, experiential learning	9
2	Digital Banking Technologies: Core Banking Systems - Overview and components of core banking systems - Role of core banking systems in digital banking- Payment Gateways and Platforms - Functioning of payment gateways - Role of payment platforms in digital transactions. Blockchain and Cryptocurrencies - Basics of blockchain technology - Impact of blockchain on digital banking - Overview of cryptocurrencies and their role in banking- Mobile and Web Technologies - Mobile banking applications - Responsive web design for banking.	interactive lectures, case studies, experiential learning	9
3	Digital Banking Strategies and Customer Experience:- Digital Transformation Strategies - Key components of a digital transformation strategy - Implementation challenges and solutions - Customer Experience in Digital Banking - Importance of customer experience - Tools and techniques for enhancing customer experience-Digital Marketing in Banking - Digital marketing strategies for banks - Role of social media and content marketing-Data Analytics and Personalization - Use of data analytics in banking - Personalization strategies in digital banking	interactive lectures, case studies, experiential learning	9
4	Risk Management and Cybersecurity in Digital Banking:- Types of Risks in Digital Banking - Operational risks - Financial risks - Regulatory risks-Cybersecurity in Digital Banking - Common cybersecurity threats - Cybersecurity frameworks and best practices Fraud Detection and Prevention - Techniques for fraud detection - Tools for fraud prevention in digital banking-Disaster Recovery and Business Continuity - Importance of disaster recovery plans - Components of a business continuity plan.	interactive lectures, case studies, experiential learning	9
5	Artificial Intelligence in Digital Banking:- Introduction to AI in Banking - Overview of artificial intelligence and its relevance to banking - Key AI technologies used in banking-AI Applications in Digital Banking - Chat	interactive lectures, case studies, experiential learning	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Designing a Secure and User-Friendly Digital Banking Platform	PBL	BL4-Analyze	15

Part D(Marks Distribution)

	Theory											
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation							
100	00 40 60		18	40								
			Practical									
Total Marks Minimum Passing Marks		External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation							

Part E

Books	Lee, I., & Lee, J. (2020). FinTech disruption: Innovation and policy in financial services (2nd ed.). Routledge. (Analyzes the impact of financial technologies on banking systems, including digital banking)
Articles	Chen, Y., Xu, J., Luo, Z., & Zhou, L. (2020). The impact of digital banking on financial performance: Evidence from China. International Journal of Finance & Economics, 25(1), 187-204. (Investigates the relationship between digital banking adoption and financial performance)
References Books	Campoverde, M., & Vărzaru, I. (2019). Digital banking and financial inclusion: A global view. World Bank Publications. (Examines the role of digital banking in promoting financial inclusion)
MOOC Courses	
Videos	https://www.youtube.com/watch?v=fu5Lt8VLQjQ

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	2	-	1	1	-	-	-	-	1	-	-
CO2	-	1	2	-	-	1	-	-	-	-	-	-	-	1	-
CO3	2	3	-	1	-	-	2	-	-	-	-	-	1	-	3
CO4	-	-	1	-	2	-	-	3	-	-	-	-	-	2	-
CO5	1	1	-	2	-	3	-	-	-	-	-	-	2	-	1
CO6	-	-	1	-	1	-	-	1	-	-	-	-	-	1	-



MBA-Dual_Specialization

Title of the Course	Human Resource Analytics
Course Code	MBA-303 HR [T]

		Part A					
Year	2nd	Semester	3rd	Credits	L T P C 4 0 0 4		
Course Type	Theory only						
Course Category	Discipline Electives						
Pre-Requisite/s		a basic understanding of human resource manag interpreting organizational metrics.	ement concepts, familiarity with data analysis	Co-Requisite/s			
Course Outcomes & Bloom's Level	CO2- Students will be a CO3- Students will be a CO4- Students will be a CO5- Students will be a	ble to recall the various metrics used to measure ble to explain the relationship between HR practi ble to analyze a case study and recommend app ble to compare and contrast different approaches ble to critically assess the strengths and weakne ble to design a balanced HR scorecard that incor	ces and key business outcomes (BL2-Understa ropriate HR metrics to evaluate the effectivenes s to measuring HRM across various industries.(I sses of a proposed HR measurement system co	and) s of a specific HR program.(BL3-Apply) BL4-Analyze) onsidering its purpose and context.(BL5-Evalu			
Coures Elements	Skill Development ✓ Entrepreneurship × Employability ✓ Coures Elements Professional Ethics × Gender × Human Values × Environment ×						

Part B

Modules	Contents	Pedagogy					
1	Why Measure Human Resource: The Changing Nature of Human Resources: HR as a strategic partner, HR as an administrative expert, HR as an employee champion, HR as a change agent, and HR as a Business Partner.	Interactive Lectures, Case Studies, Experiential Learning	12				
2	Approaches to Measuring HR: Balance Scorecard and HR Scorecard, HR Accounting, HR Auditing.	Interactive Lectures, Case Studies, Experiential Learning	12				
3	The ROI Methodology: The Essential Measurement Mix, Why ROI? Types of Data for ROI Methodology, the ROI Methodology.	Interactive Lectures, Case Studies, Experiential Learning	12				
4	Measuring Intangibles: Key concepts about Intangibles, Intangible Measures.	Interactive Lectures, Case Studies, Experiential Learning	12				
5	Communicating and Using Evaluation Data: Principles of Communicating Results, Developing the Information: The Impact Study, Selecting Communication Media, Communicate, Analyze and Evaluate the Data to Drive Improvement.	Interactive Lectures, Case Studies, Experiential Learning	12				

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Designing an HR Metrics Dashboard to Measure HRM Effectiveness	PBL	BL4-Analyze	15

Part D(Marks Distribution)

	Theory												
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation								
100	40	40	12	60									
			Practical										
Total Marks Minimum Passing Marks		External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation								

Part E

Books	Cascio, W. F., & Boudreau, J. W. (2016). Investing in People: Financial Impact of Human Resource Initiatives (2nd ed.). Pearson.
Articles	Singh, S., Darwish, T. K., Costa, A. C., & Anderson, N. (2012). Measuring HRM and organisational performance: concepts, issues, and framework. Management decision, 50(4), 651-667. Colakoglu, S., Lepak, D. P., & Hong, Y. (2006). Measuring HRM effectiveness: Considering multiple stakeholders in a global context. Human resource management review, 16(2), 209-218.
References Books	Fisher, C. D., Schoenfeldt, L. F., & Shaw, J. B. (2020). Human Resource Management (10th ed.). Tata McGraw-Hill Education.
MOOC Courses	
Videos	https://youtu.be/vnomHHIOIFM https://youtu.be/MhjIY3MLjTw

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	-	2	1	-	1	-	-	1	-	-	-	-	1	1	1
CO2	2	-	1	3	-	-	1	-	-	-	-	-	1	2	1
CO3	1	2	3	2	1	1	-	1	-	-	-	-	-	1	-
CO4	3	2	-	1	2	1	-	1	-	-	-	-	2	1	1
CO5	-	1	1	2	1	2	1	1	-	-	-	-	-	-	1
CO6	1		-	1	-	1	-	1	-	-	-	-	1	1	-



MBA-Dual_Specialization

Title of the Course	Security Analysis and Portfolio Management
Course Code	MBA-304 FM [T]

Part A

FAILA								
Year	2nd Semester		3rd	Credits	L	Т	Р	С
Tear	ZIIQ	Semester	Sid	Credits	3	0	0	3
Course Type	Theory only							
Course Category	Discipline Electi	ves						
Pre-Requisite/s	A basic understa	anding of taxation as a concept is de	esirable.	Co-Requisite/s				
Course Outcomes & Bloom's Level	CO2- Students CO3- Students CO4- Students CO5- Students (BL5-Evaluate)	will be able to explain the different in will be able to apply portfolio theory will be able to analyze financial state will be able to evaluate the performa	nvestment philosophies (value inv concepts such as Modern Portfoli- ements and other data to evaluate ance of investment portfolios using	cluding asset classes, risk-return tradeoff, are sesting, growth investing, etc.) and their under o Theory (MPT) to construct diversified inves the investment potential of companies and s various metrics and recommend adjustment all or institutional investor's financial goals an	lying princip tment portfo ecurities.(Bl s based on	les.(BL2-Un lios.(BL3-Ap L4-Analyze) market cond	derstand) oply) itions and ris	·
Coures Elements	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics X Gender X Human Values X Environment X SDG (Goals) SDG (Goals) SDG (Goals) SDG (Goals) SDG (Goals) SDG (Goals) SDG (Goals) SDG (Goals) SDG (Goals) SDG (Goals) SDG (Goals) SDG (Partnerships for the goals)							

Part B

			1
Modules	Contents	Pedagogy	Hours
1	Investment - meaning nature and scope of investment analysis – elements of investment - types of investments, analysing various investment opportunities.	Interactive Classes, Case studies	9
2	Fundamental Analysis Macroeconomic analysis, industry analysis Internal Value and Market Value of Various Securities; Internal Value and Market Value of Firm.	Interactive Classes, Case studies Problem based learning	9
3	Bond Market Bonds - Fundamentals of bond valuation; Interest rates, spot rate, forward rate and yield curve Bonds - Term structure of interest rates Bond.	Interactive Classes, Case studies Problem based learning	9
4	Derivative Structure of Derivative Markets, Forwards, Futures, Options, Swap. Market Characteristics Futures and Options Contract Specifications, Underlying Asset, Contract size and Delivery Specifications.	Interactive Classes, Case studies Problem based learning	9
5	Portfolio Management Portfolio Management, Portfolio Theory, Portfolio Criteria, Efficient Set Portfolio Selection.	Interactive Classes, Case studies Problem based learning	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Designing an Optimal Investment Portfolio for High Net Worth Individuals	PBL	BL6-Create	15

Part D(Marks Distribution)

	Theory										
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation						
100	40	40	12	60							
	Practical										
Total Marks Minimum Passing Marks		External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation						
	0										

Part E

Books	Sharpe, W. F., & Alexander, G. J. (2009). Investments (6th ed.). Tata McGraw-Hill.			
Articles	.Stoughton, N. M., Wu, Y., &Zechner, J. (2011). Intermediated investment management. The Journal of Finance, 66(3), 947-980. 2.Mayfield, C., Perdue, G., & Wooten, K. (2008). Investment management and personality type. Financial services review, 17(3), 219-236.			
References Books Berk, J., DeMarzo, P., & Harford, J. (2017). Fundamentals of Corporate Finance (4th Global ed.). Pearson.				
MOOC Courses	https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_pg/398			
Videos	https://youtu.be/h2YVStgnhSc https://youtu.be/lLj5hT_N3TU			

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	2	-	-	1	-	-	-	-	-	1	2	-
CO2	2	1	2	1	-	3	3	1	-	-	-	-	1	1	1
CO3	2	-	2	1	-	2	-	1	-	-	-	-	-	1	2
CO4	-	1	3	1	2	-	2	1	-	-	-	-	1	-	1
CO5	2	-	2	1	-	1	-	1	-	-	-	-	1	1	2
CO6	1	-	-	1	1	-	-	1	-	-	-	-	-	2	1



MBA-Dual_Specialization

Title of the Course	Financial Analytics
Course Code	MBA-305 FM[T]

·		Part A			
Year	2nd	Semester 3rd		Credits	L T P C 4 0 0 4
Course Type	Theory only				
Course Category	Specialization Elective	Courses			
Pre-Requisite/s		understanding of financial markets, familiarity wit s like Python/R, and critical thinking skills for data		Co-Requisite/s	
Course Outcomes & Bloom's Level	CO2- Students will com evaluation, and strategi CO3- Students will den decisions.(BL3-Apply) CO4- Students will eval scenario analysis.(BL4 CO5- Students will assi recommending data-dri CO6- Students will desi	Ill key financial concepts, theories, and principles prehend the role and significance of financial ana c planning, (BL2-Understand) ionstrate the ability to apply financial analytics tec uate the financial performance and health of orga -Analyze) ses the effectiveness and limitations of financial are ven strategies. (BL5-Evaluate) gn and develop comprehensive financial analytics gg actionable insights to stakeholders for informed	lytics in decision-making processes within orgal hniques and tools to analyze financial data, inte nizations using advanced analytics techniques, nalytics models and methodologies in predicting s solutions tailored to organizational needs, inter-	nizations, including risk management, perform or pret trends, and generate insights to support such as regression analysis, time series forecong of financial outcomes, identifying potential biase.	managerial casting, and es, and
Coures Elements	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics × Gender × Human Values × Environment ×				

Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Financial Analytics: Definition, relevance and scope financial Analytics, recent trends in financial analytics; Financial Time Series and their Characteristics: Asset Returns, Distributional Properties of Returns, Review of Statistical Distributions and properties of financial time series.	interactive lectures and case studies	12
2	Asset Portfolio Models: Basics of portfolio construction, Markowitz Theorem, Capital Asset Pricing Model, Diversification and Portfolio Optimization; Modeling Volatility and Risk: Characteristics of volatility, Modeling volatility using ARCH/GARCH models. Measuring and modeling risk. Application of Value at Risk (VaR)	interactive lectures and case studies	12
3	High-Frequency Data Analysis: Non synchronous Trading, Bid-Ask Spread of trading Prices, Empirical Characteristics of TradingData, Models for Price Changes, Duration Models	interactive lectures and case studies	12
4	Modeling Credit Risk: Corporate Liabilities as contingent claims, Endogenous default boundaries and optional Capital Structure, Intensity Modeling, Rating based termstructure models, Credit risk and interest-rate Swaps, Modeling dependent defaults	interactive lectures and case studies	12
5	Derivative Pricing: Issues regarding derivative markets. Brownian motion, Black -Sholes model. Modeling derivative prices.	interactive lectures and case studies	12

Part C

Modules Title		Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Applying Financial Analytics for Investment Decision Making and Risk Management	PBL	BL5-Evaluate	15

Part D(Marks Distribution)

	Theory									
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					
100	40	40	12	60						
	Practical									
Total Marks Minimum Passing Marks		External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					

Part E

Books	Ruey S. Tsay (2012), "An Introduction to Analysis of Financial Data with R", Wiley, ISBN: 978-0-470-89081-3
Articles	Kumar, S., Sharma, D., Rao, S., Lim, W. M., & Mangla, S. K. (2022). Past, present, and future of sustainable finance: insights from big data analytics through machine learning of scholarly research. Annals of Operations Research, 1-44. Artzi, I. (2022). Predictive Analytics Techniques: Theory and Applications in Finance. In Financial Data Analytics: Theory and Application (pp. 59-126). Cham: Springer International Publishing.
References Books	Argimiro Arratia (2014), "Computational Finance An Introductory Course with R*, Atlantis Press, ISBN 978-94-6239-069-0 • Bernhard Pfaff (2013), "Financial risk modelling and portfolio optimization with R*, Wiley, ISBN 978-0-470-97870-2
MOOC Courses	https://www.coursera.org/learn/applying-data-analytics-business-in-finance
Videos	https://www.youtube.com/watch?v=_LkcKZ9FphQ

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	1	1	-	1	1	1	-	-	-	-	-	1	1	-
CO2	1	-	2	1	-	-	1	-	-	-	-	-	1	-	1
CO3	-	1	-	1	-	2	2	1	-	-	-	-	1	1	-
CO4	2	-	3	1	2	-	1	2	-	-	-	-	-	-	1
CO5	2	3	1	-	3	-	1	-	-	-	-	-	2	1	-
CO6	3	1	2	1	-	1	2	-	-	-	-	-	1	-	2



MBA-Dual_Specialization

Title of the Course	Industrial Relation and Employment Laws
Course Code	MBA-305 HR[T]
•	•

			Part A					
Year	2nd	Semester	3rd	Credits		Т	Р	С
ieai	ZIIG	Semester	Sid			0	0	3
Course Type	Theory only							
Course Category	Discipline Electives							
Pre-Requisite/s	Students need to ha behavior.	eve basic understanding of human resource	management and organizational	Co-Requisite/s				
Course Outcomes & Bloom's Level	CO2- Students will I CO3- Students will I CO4- Students will I CO5- Students will I	pe able to recall key concepts and terminole be able to explain the role and importance of be able to apply relevant laws and practices be able to analyze industrial disputes and le be able to evaluate the effectiveness of indi- pe able to design policies and strategies for	of industrial relations and employment laws to manage industrial relations effectively (egal issues to identify solutions (BL4-Analy ustrial relations strategies and compliance	in organizations.(BL2-Understand) BL3-Apply) /ze) with employment laws.(BL5-Evaluate)				
Coures Elements	Skill Development Entrepreneurship X Employability Professional Ethics Gender Human Values Environment X		SDG (Goals)	SDG5(Gender equality) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)				

Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Industrial Relations: Definition and scope of industrial relations The evolution of industrial relations Key stakeholders: employees, employers, trade unions, and government	Interactive Lectures, Case Studies, Experiential Learning	9
2	ndustrial Disputes and Conflict Resolution: Types and causes of industrial disputes Dispute resolution mechanisms: negotiation, mediation, arbitration Case studies on industrial disputes and their resolution	Interactive Lectures, Case Studies, Experiential Learning	9
3	Employment Laws and Regulations: Overview of labor laws in India Key legislation: Industrial Disputes Act, Trade Unions Act, Factories Act Recent changes and trends in employment laws	Interactive Lectures, Case Studies, Experiential Learning	9
4	Employee Rights and Responsibilities: Rights and duties of employers and employees Wage laws, working conditions, and benefits Protection against discrimination and harassment	Interactive Lectures, Case Studies, Experiential Learning	9
5	Strategic Management of Industrial Relations: Role of HR in managing industrial relations Strategies for maintaining harmonious industrial relations Future trends and challenges in industrial relations	Interactive Lectures, Case Studies, Experiential Learning	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Developing a Talent Acquisition Strategy for a High-Growth Startup	PBL	BL6-Create	15

Part D(Marks Distribution)

	Theory							
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	n Min. Internal Evaluation			
100	40	60	18	40				
			Practical					
Total Marks	Total Marks Minimum Passing Marks External		Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation			

Part E

Books	1. Collings, D. G., Melcher, C. L., & Holt, J. R. (2016). Talent management: Building a competitive advantage through strategic workforce planning (2nd ed.). Kogan Page Publishers
Articles	1. Dyer, J. H., Hanges, P. J., & Teng, C. M. (2008). DHRM: HRM in a cross-cultural context. Society for Human Resource Management Research Quarterly, 1(1), 69-92.
References Books	2. Ulrich, D., Brockbank, W., Brockbank, A., & Moi, M. (2015). The talent code: Deciphering the secrets of high-performance teams (Updated and expanded ed.). Harvard Business Review Press.
MOOC Courses	
Videos	

	Coulou / Italiana														
COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	1	-	-	1	-	-	-	-	-	1	-	-
CO2	1	1	2	-	1	-	2	-	-	-	-	-	-	1	1
CO3	1	2	-	2	-	2	-	-	-	-	-	-	2	-	-
CO4	1	-	1	2	-	1	-	1	-	-	-	-	-	1	2
CO5	2	-	1	-	1	-	2	2	-	-	-	-	1	1	-
CO6	1	-	1	1	-	2	1	-	-	-	-	-	-	1	1



MBA-Dual_Specialization

Title of the Course	Viva-Voce on Summer Internship
Course Code	MBA-306[P]
-	

		Pa	rt A					
Year	2nd	Samaatar	3rd	Credits	L	Т	Р	С
Tear	Ziid	Semester	310	Credits	0	0	3	3
Course Type	Project							
Course Category	Projects and Internsh	ip						
Pre-Requisite/s		n of the summer internship program and fami tered during the internship period.	liarity with the tasks, projects, challenges,	Co-Requisite/s				
Course Outcomes & Bloom's Level	CO2- Students will be Analyze) CO3- Students will be CO4- Students will be CO5- Students will be	e able to communicate effectively about their is able to apply theoretical concepts learned in able to receive constructive feedback on the	blem-solving abilities in discussing real-world nternship projects, tasks, and responsibilities the MBA program to practical situations end ir performance and areas for improvement fr	d business scenarios encountered during the second scenarios encountered during the internship.(BL3-Apply) countered during the internship.(BL3-Apply)		ship.(B	iL4-	
Coures Elements	Skill Development ✓ Entrepreneurship X Employability X Professional Ethics X Gender X Human Values X Environment X		SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG17(Partnerships for the goals)				

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Modules	Contents	Pedagogy	Hours
1	Review of Internship Experience: Reflecting on overall experience Highlighting key learnings Identifying significant achievements	Experiential Learning	45
2	Analysis of Learned Skills and Knowledge: Evaluating skills acquired during the internship Assessing knowledge gained in various areas Relating internship experiences to academic learning	Experiential Learning	45
3	Discussion of Challenges Faced and Solutions Implemented: Identifying obstacles encountered during the internship Describing strategies employed to overcome challenges Reflecting on lessons learned from overcoming difficulties	Experiential Learning	45
4	Presentation of Internship Projects: Showcasing projects completed during the internship Discussing the objectives, methods, and outcomes of projects Sharing insights gained from project experiences	Experiential Learning	45

Part D(Marks Distribution)

			Theory				
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation		
			Practical				
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	nation Min. Internal Evaluation		
100	40	0	0	100			

Part E

Books	
Articles	
References Books	
MOOC Courses	
Videos	

								o 7 ii iioaiaiic							
COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	1	-	1	-	-	-	-	-	1	-	2
CO2	2	-	3	-	1	1	2	-	-	-	-	-	1	1	-
CO3	1	-	2	-	1	-	-	1	-	-	-	-	-	-	1
CO4	1	2	-	1	-	1	2	1	-	-	-	-	1	1	-
CO5	-	1	2	1	2	1	1	-	-	-	-	-	-	1	-
CO6	1	-	1	2	1	1	-	1	-	-	-	-	-	-	1



MBA-Dual_Specialization

Title of the Course	Workshop on Entrepreneurship Skill Development
Course Code	MBA-307 [P]

			Part A					
Year	2nd	Semester	3rd	Credits	L	Т	Р	С
Tear	Zild	Semester	Sid	Credits	0	0	1	1
Course Type	Lab only							•
Course Category	Discipline Core							
Pre-Requisite/s	Students need to ha concepts.	ave a basic understanding of business man	Co-Requisite/s					
Course Outcomes & Bloom's Level	CO2- Students will CO3- Students will CO4- Students will CO5- Students will	be able to recall key entrepreneurial concepte able to explain the characteristics and true able to apply entrepreneurial tools and to able to analyze market trends and custo be able to evaluate the feasibility and scalabe able to create comprehensive business	aits of successful entrepreneurs. (BL2-Und echniques to identify business opportunitie mer needs to develop viable business mo bility of entrepreneurial ventures. (BL5-Eva	derstand) >s.(BL3-Apply) dels.(BL4-Analyze) aluate)				
Coures Elements	Skill Development Entrepreneurship Employability X Professional Ethics Gender X Human Values		SDG (Goals)	SDG1(No poverty) SDG4(Quality education) SDG8(Decent work and economic growth) SDG9(Industry Innovation and Infrastructure)				

Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Entrepreneurship: Definition and importance of entrepreneurship Evolution of entrepreneurship theories Entrepreneurial mindset and characteristics	Interactive Lectures, Case Studies, Experiential Learning	9
2	Identifying Business Opportunities: Methods for identifying market gaps and customer needs Opportunity recognition and feasibility analysis Innovation and creativity in entrepreneurship	Interactive Lectures, Case Studies, Experiential Learning	9
3	Developing Business Models: Types of business models (e.g., lean startup, social entrepreneurship) Value proposition and competitive advantage Lean canvas and business model canvas	Interactive Lectures, Case Studies, Experiential Learning	9
4	Entrepreneurial Finance and Funding: Sources of funding for startups (e.g., bootstrapping, angel investors, venture capital) Financial planning and budgeting Pitching to investors and preparing business proposals	Interactive Lectures, Case Studies, Experiential Learning	9
5	Managing Risks and Challenges: Risk assessment and management strategies Legal and regulatory considerations for startups Scaling and growth strategies	Interactive Lectures, Case Studies, Experiential Learning	9

Part D(Marks Distribution)

	Theory								
Total Marks	al Marks Minimum Passing Marks External Evaluation Min. External Evaluation Internal Evaluation Min. Internal Evaluation								
			Practical						
Total Marks	larks Minimum Passing Marks External Evaluation		Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation				
100	40	0	0	100					

Part E

Books	Hisrich, R. D., Peters, M. P., & Shepherd, D. (2018). Entrepreneurship (10th ed.). McGraw-Hill Education.
Articles	Gartner, W. E. (1985). Those entrepreneurial myths: A realistic look at the causes of corporate entrepreneurship. Strategic Management Journal, 6(3), 379-390.
References Books	
MOOC Courses	
Videos	

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	1	-	-	-	1	-	-	-	-	-	1	1	-
CO2	1	1	-	1	2	1	-	1	-	-	-	-	1	-	1
CO3	2	1	1	-	1	-	1	1	-	-	-	-	1	1	2
CO4	2	2	1	2	-	1	1	-	-	-	-	-	1	1	-
CO5	2	1	1	1	1	2	1	1	-	-	-	-	-	1	2
CO6	2	1	1	2	1	-	2	1	-	-	-	-	2	1	-



MBA-Dual_Specialization

Title of the Course	Supply Chain Analytics
Course Code	MBA-401 [T]

		Pari	i A					
Year	2nd Semester 4th		4th	Credits	L	Т	Р	С
Tear	Znd	Semester	401	Credits	3	0	0	3
Course Type	Theory only							•
Course Category	Disciplinary Major							
Pre-Requisite/s	tools, such as Excel ar	A foundational understanding of supply chain management principles and basic proficiency in data analysis tools, such as Excel and familiarity with statistical methods and business operations is beneficial for effectively applying analytical techniques to supply chain challenges.						
Course Outcomes & Bloom's Level	CO2- Student will be a CO3- Student will be a CO4- Student will be a CO5- Student will be a	ble to Identify key concepts and terminologies ble to Explain the role of analytics in optimiza- ble to Utilize analytical tools and techniques to ble to Interpret supply chain data to diagnose ble to Assess the effectiveness of different sup ble to Design data-driven solutions to enhanc	g supply chain operations. (BL2-Understand o solve supply chain problems. (BL3-Apply) issues and assess performance. (BL4-Analy oply chain strategies using analytical method	l) /ze) s.(BL5-Evaluate)				
Coures Elements	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics X Gender X Human Values X Environment X		SDG (Goals)	SDG3(Good health and well-being) SDG8(Decent work and economic growth) SDG12(Responsible consuption and production) SDG13(Climate action) SDG17(Partnerships for the goals)				

Part B

Modules	Contents	Pedagogy	Hours
1	Introduction: Importance of Analytics in SCM Context of today's Supply Chains (SC) analytics, Understanding the Supply Chain Analytics (SCA), Revisions of Basic of Supply Chain Management, Important of Analytics in Supply Chain, relating operations Management with Supply Chain Concepts with SC Analytics, The Importance of Supply Chain Analytics in the Flows Involving Material, Money, Information and Ownership. Case Studies and Latest Updates	Interactive lectures, problem based learning, experiential learning, case studies	9
2	Framework of Supply Chain Analytics Supply Chain Analytics Tools, Key Issues in Supply Chain Analytics, What Involves in Supply Chain Analytics, Concept of Descriptive Analytics in a Supply Chain, Bullwhip Effect in SCM, Decision Domains in Supply Chain Analytics, Overview of SAP Supply Chain Analytics modules and its Functionalities. Uses of Spreadsheet / Tableau in Supply chain Analytics	Interactive lectures, problem based learning, experiential learning, case studies	9
3	Modelling and Simulations for Supply Chain Analytics Introduction to Modelling, Approaches for Optimization and Simulation, Modelling Software, Supply Chain Decisions that Requires Mathematical or Interpretative Modelling. Understanding of Data and its Role in Analytics of a Transportation Problem in a Supply Chain. Managerial Implications of the Results of Analytics. Spreadsheet Modelling for Supply Chain	Interactive lectures, problem based learning, experiential learning, case studies	9
4	Predictive Modelling in Supply Chain: Forecasting for Supply Chain Planning and Management, Review of Multiple Regression and Stepwise Selection of Predictive Variables, Identification of Variables in a Forecasting Model, Exponential Smoothing Forecasting Models, Introduction to ARIMA Modelling, Data Driven Inventory Optimization. Uses of Spreadsheet for Statistical Analysis (Lab Work)	Interactive lectures, problem based learning, experiential learning, case studies	9
5	Foundation of Prescriptive Analytics in SCM: Network Planning in a Supply Chain, Importance of Network Planning, Design of Logistics Network using Heuristics/optimization, Concept of 3PL/4PL in a Supply Chain. Performance Optimization in SCM, Information Technology in SCM. Case Study with Latest Updates	Interactive lectures, problem based learning, experiential learning, case studies	9

Part C

Modules		Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Field work/ Bloom's Level			
4	Optimize the logistics and transportation network to reduce costs and improve efficiency.	PBL	BL5-Evaluate	15		

Part D(Marks Distribution)

	Theory											
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Evaluation Internal Evaluation Min. Inte								
100	40	60	18	40								
		•	Practical	•	•							
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation							

Part E

Books	Chopra, S., & Meindl, P. (2021). Supply Chain Management: Strategy, Planning, and Operation (8th ed.). Pearson.
Articles	Chopra, S., & Meindl, P. (2003). Supply Chain Coordination in the Presence of Revenue Sharing Contracts. Management Science, 49(10), 1287–1309. https://doi.org/10.1287/mnsc.49.10.1287.17308
References Books	Simchi-Levi, D., Schmidt, W., & Wei, Y. (2021). Data-Driven Science and Engineering: Machine Learning, Dynamical Systems, and Control (1st ed.). Cambridge University Press.
MOOC Courses	
Videos	

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	
CO1	1	-	-	2	1	-	1	1	-	-	-	-	1	-	1	
CO2	1	2	1	-	1	-	1	1	-	-	-	-	-	2	-	
CO3	1	-	-	2	-	1	1	1	-	-	-	i	1	-	2	
CO4	-	1	-	1	-	1	-	-	-	-	-	•	1	-	-	
CO5	1	1	-	-	1	1	-	1	-	-	-	-	-	1	1	
CO6	1	1	-	1	-	-	1	1	-	-	-	į	i	-	1	



MBA-Dual_Specialization

Title of the Course	Foreign Exchange Management
Course Code	MBA-403 FM [T]

		Pa	rt A						
Year	2nd	Semester	4th	Credits	L	Т	Р	С	
rour	Ziid	Gemester	741	Citatio	3	0	0	3	
Course Type	Theory only								
Course Category	Discipline Specific Ele	ective							
Pre-Requisite/s		A fundamental understanding of international finance and basic economic principles and familiarity with financial instruments and currency markets is beneficial for effectively managing foreign exchange risk.							
Course Outcomes & Bloom's Level	CO2- Student will be CO3- Student will be CO4- Student will be CO5- Student will be	able to Remember key terms and concepts re able to Understand the exchange rate mecha- able to Apply how to calculate spot, cross, an able to Analyze the portfolio management sha able to Evaluate the effectiveness of current able to Create a comprehensive plan for deal	nism and its components.(BL2-Understand d forward rates.(BL3-Apply) ategies involving global securities.(BL4-Ana egulations in managing external commercia	vilyze) Il borrowings.(BL5-Evaluate)	Reme	mber)			
Coures Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics X Gender X Human Values X Environment X Skill Development ✓ Entrepreneurship ✓ SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG12(Responsible consuption and production) SDG17(Partnerships for the goals)								

Part F

Modules	Contents	Part B Pedagogy	Hours
modules	Contents	r euagogy	Hours
1	Fundamentals of Foreign Exchange Markets-Foreign Exchange Markets- Inter-Bank Forex Markets- Highly Traded Markets: Cash/OTC Nature of Transactions Cross Border Currency Flows. Liberalization of Exchange Control- Role of Banks in Forex Market- Factors Impacting Forex Market. Convertibility and Balance of Payments (BOP).	Interactive Lectures, Case Studies, Experiential Learning	9
2	Forex Concepts- Exchange Rate Quotes- Factors Affecting Exchange Rates- Exchange Rate Mechanism. Exchange Rate Dynamics and Instruments- Forex Concepts- Spot, Cross, and Forward Rates. Premium and Discount- Forward Contracts: Booking, Extension, Cancellation.	Interactive Lectures, Case Studies, Experiential Learning	9
3	Advanced Forex and International Treasury Management-International Treasury- Market Participants- Various Forex Treasury Products- Volatility of Major Currencies- Currency Trading. Global Securities: Portfolio Management.	Interactive Lectures, Case Studies, Experiential Learning	9
4	Regulatory and Compliance Framework- External Commercial Borrowings (ECBs)-FEMA Regulations for Import/Export Transactions- Current Account Rules- Capital Account Transactions	Interactive Lectures, Case Studies, Experiential Learning	9
5	Treasury Operations and Management- Liquidity and Cash Flow Management-Objectives, Sources, and Deployment- Internal Control, Netting, Gap Management-Treasury Management Processes - Domestic Remittances- International Remittances-Payment & Settlement Systems: CCIL, CLS, RTGS, NEFT, SWIFT- Dealing Room Operations: Nostro/Nostro/Loro& Mirror Accounts, Open Currency Position, Cash Position by Dealers.	Interactive Lectures, Case Studies, Experiential Learning	9

Part C

Mod	lules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
3		Create a comprehensive currency hedging policy for an import/export business to manage foreign exchange risk.	PBL	BL6-Create	15

Part D(Marks Distribution)

	Theory											
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation							
100	40	60	18	40								
			Practical									
Total Marks Minimum Passing Marks		External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation							

Part E

Books	Steiner, B. (2012). *Foreign Exchange and Money Markets: Theory, Practice, and Risk Management* (2nd ed.). Elsevier.
Articles	https://rbidocs.rbi.org.in/rdocs/speeches/pdfs/60912.pdf
References Books	Jeevanandam, C. (2020). *Foreign Exchange: Concepts, Practices, and Control* (6th ed.). Sultan Chand & Sons. Avadhani, V. A. (2018). *Foreign Exchange Management* (7th ed.). Himalaya Publishing House. Batten, G. S. (2016). *Foreign Exchange Risk Management*. Jaico Publishing House. Eiteman, D. K., Stonehill, A. I., & Moffett, M. H. (2021). *Multinational Business Finance* (15th ed.). Pearson. Madura, J. (2020). *International Financial Management* (13th ed.). Cengage Learning.
	Economics of Banking and Financial Markets(https://nptel.ac.in/courses/110/104/110104132/) Foreign Exchange Markets: Concepts, Instruments, Risks, and Derivatives (https://limbx.iimb.ac.in/courses/course-v1:IIMBx+RM01x+2023_T1/about
Videos	

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COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	1	1	-	-	1	1	-	-	-	-	1	1	1
CO2	1	2	-	1	-	1	-	1	-	-	-	-	-	1	2
CO3	1	-	2	2	1	3	-	1	-	-	-	-	1	3	-
CO4	-	1	3	-	1	-	2	1	-	-	-	-	-	1	1
CO5	2	1	1	-	1	1	1	1	-	-	-	-	1	2	-
CO6	1	-	1	-	1	-	-	1	-	-	-	-	1	1	1



MBA-Dual_Specialization

Title of the Course	International Huma	ernational Human Resource Management								
Course Code	MBA-403 HR[T]									
	Part A									
								-	_	_

			raitA						
Year	2nd	Semester	4th	Credits		Т	Р	С	
leai	ZIIG	Semester	401	Credits	4	0	0	4	
Course Type	Theory only	Theory only							
Course Category	Discipline Specific	Discipline Specific Elective							
Pre-Requisite/s	Student should have	tudent should have a basic understanding of the Human Resource Management. Co-Requisite/s							
Course Outcomes & Bloom's Level									
Coures Elements	CO6- Students will be able to create comprehensive international training programs(BL6-Create) Skill Development ✓ Entrepreneurship × Employability ✓ SDG4(Quality education)								

Part B

Contents	Pedagogy	Hours
Introduction IHRM: Managing people in an international context: Expatriates, Inpatriates Cultural Context of IHRM: Hofstede's Approach, Cross-cultural theory, Standardization and Localization of HRM practices. Linking HR to international expansion strategies: HRM in Cross Border Mergers and Acquisitions, International Alliances and SMEs.	Interactive Lectures, Case Studies, Experiential Learning	12
Recruitment and Selection: Approaches to staffing, Roles of an Expatriate, Non- Expatriates, Inpatriates, recruitment and selection of international managers, Expatriate Failure and Success, Expatriate Selection criteria, processes	Interactive Lectures, Case Studies, Experiential Learning	12
International Performance Management: performance criteria, standardized or customized performance appraisal, High-performance work system, International Training and Management Development: Expatriate training, Cross-cultural training, predeparture training. Repatriation: Process, challenges, designing a repatriation program.	Interactive Lectures, Case Studies, Experiential Learning	12
International Compensation: Objectives, components of international compensation program and approaches: Going rate approach, Balance Sheet Approach	Interactive Lectures Case Studies Experiential Learning	12
International Industrial Relations; Trade Unions & International Labour Relations; Key Issues in International Industrial Relations Codes of Conduct – Monitoring HRM Practices around the world; IHRM trends and Future challenges.	Interactive Lectures, Case Studies, Experiential Learning	12
	Introduction IHRM: Managing people in an international context: Expatriates, Inpatriates Cultural Context of IHRM: Hofstede's Approach, Cross-cultural theory, Standardization and Localization of HRM practices. Linking HR to international expansion strategies: HRM in Cross Border Mergers and Acquisitions, International Alliances and SMEs. Recruitment and Selection: Approaches to staffing, Roles of an Expatriate, Non-Expatriates, inpatriates, recruitment and selection of international managers, Expatriate Failure and Success, Expatriate Selection criteria, processes International Performance Management: performance criteria, standardized or customized performance appraisal, High-performance work system, International Training and Management Development: Expatriate training, Cross-cultural training, predeparture training. Repatriation: Process, challenges, designing a repatriation program. International Compensation: Objectives, components of international compensation program and approaches: Going rate approach, Balance Sheet Approach International Industrial Relations; Trade Unions & International Labour Relations; Key Issues in International Industrial Relations Codes of Conduct – Monitoring HRM	Introduction IHRM: Managing people in an international context: Expatriates, Inpatriates Cultural Context of IHRM: Hofstede's Approach, Cross-cultural theory, Standardization and Localization of HRM practices. Linking HR to international expansion strategies: HRM in Cross Border Mergers and Acquisitions, International Alliances and SMEs. Recruitment and Selection: Approaches to staffing, Roles of an Expatriate, Non-Expatriates, Inpatriates, recruitment and selection of international managers, Expatriate Failure and Success, Expatriate Selection criteria, processes International Performance Management: performance criteria, standardized or customized performance appraisal, High-performance work system, International criteria, International Process, challenges, designing a repatriation program. International Compensation: Objectives, components of international compensation program and approaches: Going rate approach, Balance Sheet Approach International Industrial Relations; Trade Unions & International Labour Relations; Key International Industrial Relations; Trade Unions & International Labour Relations; Key International Industrial Relations; Trade Unions & International Labour Relations; Key International Industrial Relations; Codes of Conduct – Monitoring HRM International Industrial Relations; Trade Unions & International Labour Relations; Key International Learning

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
2	Evaluating a International HR Plan for a Startup	PBL		15

Part D(Marks Distribution)

	Theory									
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					
100	40	60	18	40						
	Practical									
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					

Part E

Books	Peter J. Dowling , Marion Festing Sr. Allen D. Engle ,5ed, Cengage Learning India Pvt Ltd. • K. Aswathapa , International Human Resource Management, Tata Mc Graw Hill Publishing Co
Articles	Boon, C., Eckardt, R., Lepak, D. P., & Boselie, P. (2018). Integrating strategic human capital and strategic human resource management. The International Journal of Human Resource Management, 29(1), 34-67.
References Books	Peter J. Dowling Denice E Wetch, Randall S. Schuler, International Human Resource Management, Thomson South-Western Publishers • Tony Edwards and Chris Rees, International Human Resource Management, Pearson Education Ltd. • Anne-Wil Harzing and Joris Van Ruysseveldt, International Human Resource Management, 2nd ed, SAGE Publications Ltd. • Dennis R. Briscoe and Randall S. Schuler, International Human Resource Management, Policy and practice for the global enterprise, Second Edition, Routledge. • P. Subba Rao, International Human Resource Management, Himalaya Publishing House.
MOOC Courses	
Videos	https://www.youtube.com/watch?v=9YY4UYrflqg

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	2	-	-	-	-	-	-	-	-	-	1	-	1
CO2	1	2	1	1	-	-	-	-	-	-	-	-	2	1	-
CO3	1	1	-	2	-	-	-	-	-	-	-	-	1	1	1
CO4	2	1	-	1	-	-	-	-	-	-	-	-	1	-	-
CO5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1
CO6	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-



MBA-Dual_Specialization

Title of the Course	Social Media Ma	al Media Marketing							
Course Code	MBA-403 MM[T	3 MM[T]							
Part A									
Year	2nd	Semester	4th	Credits	L	Т	Р	С	
Year	ZIIU	Semester	401	Credits	4	0	0	4	
Course Type	Theory only					•	•		

Year	2nd	Semester	4th	Credits	L	Т	Р	С
Teal	Zilū	Semester	401	Credits	4	0	0	4
Course Type	Theory only	heory only						
Course Category	Discipline Spec	scipline Specific Elective						
Pre-Requisite/s	The student sho	ould have knowledge of Social Med	ia .	Co-Requisite/s				
Course Outcomes & Bloom's Level	CO1- Defining the appropriate format for each content pillar, such as carousels, text posts, reels, images, short videos, long videos, etc.(BL1-Remember) CO2- Employ the important concepts of social media marketing(BL2-Understand) CO3- Practice the various theoretical aspects in Facebook marketing(BL3-Apply) CO4- Discuss the different ways of marketing (BL3-Evaluate) CO5- Illustrate YouTube marketing and optimization(BL5-Evaluate) CO6- Create Instagram business profile and promote business(BL6-Create)							
Coures Elements	Skill Developme Entrepreneursh Employability ✓ Professional Ett Gender X Human Values 3 Environment X	ip√ nics× ×	SDG (Goals)	SDG4(Quality education) SDG9(Industry Innovation and Infrastructure) SDG17(Partnerships for the goals)				

Part B

Modules	Contents	Pedagogy	Hours
1	Why is social media marketing important- Introduction to social media advertising Developing Social Media strategy- Social Media Management Tools: How to Cut Posting Time in Half-Different types of Social Media Platforms	Interactive Lectures, Case Studies, Experiential Learning	12
2	Facebook Marketing-Introduction to Facebook Marketing- Create Facebook Page and Cover Pages-Page Settings, Description and About Page- Post Formulas Guaranteed to Drive Engagement-Facebook Ads and Campaign- Types of Facebook Ads – In Depth Analysis: Facebook Engagement, Reporting and Insights- Facebook Analytics- How to Start a Facebook Ads Business/Agency	Interactive Lectures, Case Studies, Experiential Learning	12
3	X(formerly Twitter) and LinkedIn –Introduction to X Marketing- How X Works- What Not to Do on X - Ways to Get More Re Xeet. Steps to Optimize Your Profile- Hashtags to Increase Discoverability- X Advertisement- Introduction to Linkedin Marketing- Optimize Your LinkedIn Profile-LinkedIn for Advertisement- Reach Your Target Audience with LinkedIn-How to Get 500+ Connections and Why you Should- How to Make Sales on LinkedIn—Advanced LinkedIn Strategies for B2B Marketing.	Interactive Lectures, Case Studies, Experiential Learning	12
4	YouTube- Introduction to YouTube Marketing- YouTube Marketing Strategy-The Subscriber Advantage- Account Set Up, Optimization, Keyword Research and Video Structure- YouTube SCO, Thumbnails, Annotations and Cards- YouTube Promotion and Analytics- YouTube Monetarization	Interactive Lectures Case Studies Experiential Learning	12
5	Instagram- How to Create an Instagram Business Profile- Optimize your Instagram Bio & Profile Image- Instagram Captions &Hashtags -Reposting Instagram Content- How to Increase your Instagram Followers & Exposure- Ways to Convert Instagram Followers to Sales & Leads: Sponsored Posts -Instagram Ads via Facebook -Instagram Analytics - Instagram Profile + Instagram Post Captions- Instagram Ads-Engagement + Instagram Algorithm- Instagram Stories + Instagram Reels + IGTV-Shopping on Instagram	Interactive Lectures, Case Studies, Experiential Learning	12

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
2	Evaluating a social media marketing plan for a Startup	PBL		15

Part D(Marks Distribution)

Theory									
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation				
100	40	60	18	40					
Practical									
Total Marks	Minimum Passing Marks	External Evaluation	aluation Min. External Evaluation Internal Evaluatio		Min. Internal Evaluation				

Part E

Books	Crittenden, V., & Crittenden, W. (2015). Digital and social media marketing in business education: Implications for the marketing curriculum. Evans, L. (2010). Social media marketing: strategies for engaging in Facebook, Twitter & other social media. Pearson Education.
Articles	Alves, H., Fernandes, C., & Raposo, M. (2016). Social media marketing: a literature review and implications. Psychology & Marketing, 33(12), 1029-1038.
References Books	Geho, P. R., &Dangelo, J. (2012). The evolution of social media as a marketing tool for entrepreneurs. The Entrepreneurial Executive, 17, 61. Heinze, A., Fletcher, G., Rashid, T., & Cruz, A. (Eds.). (2020). Digital and social media marketing: a results-driven approach. Routledge. Shen, C. W., Luong, T. H., Ho, J. T., &Djailani, I. (2019). Social media marketing of IT service companies: Analysis using a concept-linking mining approach. Industrial Marketing Management. Tuten, T. L., & Solomon, M. R. (2017). Social media marketing. Sage.
MOOC Courses	
Videos	https://www.youtube.com/watch?v=I2pwcAVonKI

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
cos	FOI	FUZ	FO3	F 04	FO3	F00	FOI	F06	FO9	FOIU	FOII	FUIZ	F301	F302	F303
CO1	1	-	2	-	-	-	-	-	-	-	-	-	1	-	1
CO2	1	2	1	1	-	-	-	-	-	-	-	-	2	1	-
CO3	1	1	-	2	-	-	-	-	-	-	-	-	1	1	1
CO4	2	1	-	1	-	-	-	-	-	-	-	-	1	-	-
CO5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1
CO6	1	-	2	1	-	-	-	-	-	-	-	-	1	1	-



MBA-Dual_Specialization

Title of the Course	Goods and Service Tax
Course Code	MBA-404 FM [T]

		Pa	rt A							
Year	2nd	Semester	4th	Credits	L	Т	Р	С		
					3	0	0	3		
Course Type	Theory only	ory only								
Course Category	Discipline Specific Ele	ective								
Pre-Requisite/s		standing of basic taxation principles and finand d its regulatory framework will be beneficial for		Co-Requisite/s						
Course Outcomes & Bloom's Level	framework.(BL1-Rem CO2- Student will be CO3- Student will be CO4- Student will be CO5- Student will be	nember) able to Understand the taxable event and the able to : Apply the ability to calculate GST liab	scope of GST and key provisions of GST la illities for different scenariosand the rules of sectors of the economy and compare and c I value rules on tax planning and compliance	input tax credit to calculate the net GST liabili ontrast GST provisions with the previous tax rep.(BL5-Evaluate)	ty. (BL	3-App	oly)	yze)		
Coures Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✓ Gender X Human Values X Environment X		SDG (Goals)	SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG12(Responsible consuption and produc SDG17(Partnerships for the goals)	ction)					

Part B

Modules	Contents	Pedagogy	Hours
1	Basic concept of Indirect taxes and Introduction of GST Constitutional background (pre GST regime), Constitution (101st Amendment Act,2016), Need for GST, Taxes Subsumed in GST and Taxes Not Subsumed in GST,Benefits of GST,Salient features of GST.	Interactive lectures, case studies, experiential learning	9
2	Supply, Levy& Collection Meaning and scope of supply – of CGST/SGST Act,Types of Supply, Activities which shall be treated neither supply of goods nor a supply of services, Power of Government to specify the nature of certain transactions of supply, Intra-state and Inter-state supply, Zero rated Supply, Exemption from GST. Levy and Collection under CGST/IGST and UTGST Act,Tax payable on reverse charge basis of CGST/IGST and UTGST Act,Tax payable on the Vision of Composite and Mixed Supply.	Interactive lectures, case studies, experiential learning	0
3	Location of the Supplier and Place of Supply of Goods and Services Location of supplier of Goods and services, Place of Supply of goods and services, Compositionlevy (Composition Scheme), Restriction on the registered person, Benefits of Composition Schemes.	Interactive lectures, case studies, experiential learning	9
4	Time of Supply and Value of Supply Time of supply of goods, Time of supply of services, Time of supply of goodsor services with respect to rate of tax. Value of Supply, Value of Supply when consideration is not wholly in money, value of supply in case of lottery, betting, gambling and horse racing.	Interactive lectures, case studies, experiential learning	9
5	Input Tax Credit and its Utilisation Concept of ITC,Principles on Input Tax Credit,Conditions for Availment of ITC by a Registered Taxable Person,ITC in case of Capital Goods,ITC on the Basis of use of Inputs,Restrictions on ITC.	Interactive lectures, case studies, experiential learning	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Analyze the effect of GST implementation on SMEs in a specific industry.	PBL	BL4-Analyze	15

Part D(Marks Distribution)

	Theory								
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation				
100	40	60	18	40					
			Practical						
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation				

Part E

Books	Ahuja, C. G., & Gupta, R. (2022). Systematic Approach to Taxation Containing Income Tax & GST (Set of 2 Vol.) - 47th Edition, 2023 [Paperback].
Articles	
References Books	Acharjee, M. (2017). Goods and Service Tax. Chatterjee, T. B., & Sony, V. (2018). Goods and Service Tax. Book Corporation. Subramanian, P. L. (2017). Guide to GST: Snow white Publications, india: 3rd Edition - April 2017. Datey, V. S. (2017). GST Ready Reckoner: Taxmann Publications, New Delhi, India: Ed. 1. April 2017. Garg, K. R. (2017). GST Ready Reckoner: Bharat Publisher, New Delhi, India: Ed. 3. Gupta, S. S. (2017). GST Law & Practice: Taxmann Publications, New Delhi, India: 2017 Edition.
MOOC Courses	Introduction to GST by Professor Anirban Ghosh, Netaji Subhas Open University: (https://onlinecourses.swayam2.ac.in/nou21_cm05/preview)
Videos	

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	1	-	2	1	1	-	-	-	•	1	1	-
CO2	1	2	2	1	-	1	2	1	-	-	-	-	-	2	1
CO3	1	2	3	-	1	1	1	1	-	-	-	=	1	2	-
CO4	1	1	2	-	-	1	1	1	-	-	-	=	1	3	1
CO5	1	1	1	3	2	1	1	1	-	-	-	•	1	1	-
CO6	1	-	-	1	-	1	1	1	-	-	-	•	1	1	-



MBA-Dual_Specialization

Title of the Course	Organizational Development and Change Management
Course Code	MBA-404 HR [T]

	,	Part	A					
Year	2nd	Semester	4th	Credits	L	Т	Р	С
Tear	ZIId	Semester	401	Credits		0	0	3
Course Type	Theory only							
Course Category	Discipline Specific Ele	ctive						
Pre-Requisite/s		tanding of management principles and organiza is and human resource practices will enhance of iss.		Co-Requisite/s				
Course Outcomes & Bloom's Level	CO2- Students will be CO3- Students will be CO4- Students will be CO5- Students will be	able to define the concepts of organizational d able to compare different change models and able to apply various OD assessment tools. (Bi able to analyze organizational situations to ide able to evaluate the effectiveness of OD/ chan able to create an intervention plan that incorpo	their applicability in specific situations(BL2-Ui L3-Apply) ntify areas for improvement and change.(BL4 ge management plans(BL5-Evaluate)	nderstand) I-Analyze)				
Coures Elements	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics X Gender X Human Values X Environment X		SDG (Goals)	SDG3(Good health and well-being) SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)				

Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Organizational Development and Change Management Definition and importance of Organizational Development (OD) and Change Management. Evolution, Participation & Empowerment, Teams & Team Work, Parallel learning structures.	Interactive lectures, case studies, experiential learning	9
2	OD Process and PlannedChange Concept of Planned change, Need for change, Models of change: Lewin's Change Model, Kotter's 8-Step Model, etc. OD Process: Components of OD Process, The Six-Box organizational Model, Third Waves Consulting, Phases of OD program.	Interactive lectures, case studies, experiential learning	9
3	Assessment and Implementation SWOT Analysis and its relevance in change management, Data collection methods: Surveys, interviews, focus groups, etc., Analyzing and interpreting assessment results. Crafting a change strategy and action plan. The Program Management Components: OD Interventions, Definition, Factors to be considered, choosing & sequencing intervention activities, classification of OD interventions.	Interactive lectures, case studies, experiential learning	9
4	Managing Change Sustainable change practices, Managing change in diverse and global organizations, Managing Crisis and Uncertainty, Crisis management and its relationship with change management, Dealing with unexpected disruptions and challenges, Strategies for managing uncertainty during change.	Interactive lectures, case studies, experiential learning	9
5	Specific OD/Change Interventions Individual Based: Coaching, Counselling, T- groups, behavioural modelling, leading, morale boosting, mentoring, Motivation Group Based: Conflict management, group facilitation, work Team & Team Building Intergroup Based: Third-party peace-making interventions, Techno structural (Reorganization, restructuring, technologies, Positions etc. HR interventions: Performance management, training, Workforce Diversity and Welinessetc Strategic Interventions: Balance scorecard, Business process reengineering, downsizing & outsourcing, Mergers, acquisitions, and diversification the future of OD.	Interactive lectures, case studies, experiential learning	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Analyze and develop strategies for managing organizational change during a merger or acquisition.	PBL	BL4-Analyze	15

Part D(Marks Distribution)

	Theory											
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation							
100	40	60	18	40								
			Practical									
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation							

Part E

Books	Organization Development and Transformation: Managing Effective Change by Wendell L. French, Cecil Bell, Robert A. Zawacki, Irwin/McGraw-Hill, 2000 2. Organization Development Strategies & Models; Richard Beckhard; Tata MC Graw Hill.
Articles	
References Books	1. Organization Development & Change, Tenth Edition, Thomas G. Cummings and Christopher G. Worley, Cengage Learning 2. Organization Development; WendeellFrench and Cecil H.Bell; Pearson Publication. 3. Organizational design & Development- Concepts and applications – Dr. Bhupen Srivastava, Biztantra. 4. Organizational Design for Excellence, Pradip N. Khandwalla, TMH, 2005.
MOOC Courses	
Videos	

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	2	2	-	2	1	1	-	-	-	-	1	2	1
CO2	1	1	3	2	-	1	-	1	-	-	-	-	2	1	-
CO3	1	3	2	1	1	-	1	1	-	-	-	-	1	3	1
CO4	1	-	1	2	2	-	1	2	-	-	-	-	3	2	1
CO5	2	2	1	-	2	1	-	1	-	-	-	-	1	1	1
CO6	2	1	-	2	-	1	1	1	-	-	-	-	-	1	1



MBA-Dual_Specialization

Title of the Course	Customer Relationship Management
Course Code	MBA-404 MM [T]

			Part A					
Year	2nd	Semester	4th	Credits	L	Т	Р	С
Teal	Zilū	Gennester	401	Credits	3	0	0	3
Course Type	Theory only							
Course Category	Discipline Elective	es						
Pre-Requisite/s	Students should h	nave knowledge of customer relations	and marketiing.	Co-Requisite/s				
Course Outcomes & Bloom's Level	CO2- Able to mar CO3- Understand CO4- Students ar CO5- Students ar	e effective and efficient customer relatinge CRM marketing in order to leverathe the needs in adoption of CRM in the eable to analyse how to develop cust e trained in of communication in the sy about the various types of customers.	age CRM technology.(BL2-Understar tourism industry(BL3-Apply) comer relationship based on the custo uccessful handling of customers.(BL	mer expectations.(BL4-Analyze)	BL6-Create)			
Coures Elements	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics ✓ Gender X Human Values ✓ Environment X SDG (Goals) SDG3(Decent work and economic growth) SDG9(Industry Innovation and Infrastructure)							

Part B

Modules	Contents	Pedagogy	Hours
1	Customer Relationship Management in Tourism - Meaning and definitions of CRM. Need for CRM in hospitality sector. Salient features of CRM. Advantages of CRM system. Types of customers. Customer acquisition and retention - Customer Loyalty - Customer Profitability and value Modeling - Customer Satisfaction Measurement - Customer Feedback and Service Recovery.	Interactive Lectures, Case Studies, Experiential Learning	9
2	Analytics of CRM - Customer Information Databases - Ethics and Legalities of data use - Data Warehousing and Data Mining - Data Analysis - Market Basket Analysis (MBA) * Stream Analysis - Personalization and Collaborative Filtering.	Interactive Lectures, Case Studies, Experiential Learning	9
3	CRM in Marketing - Tourism as a Service industry - Characteristics of Services - Classification of Services - Building Service Aspirations - Consumer Behaviour in Service Encounters, Service Design and Development - Technology as an enabler of Service. Technology based customer relationship management.	Interactive Lectures, Case Studies, Experiential Learning	9
4	CRM Implementation - Managing Customer relationships: resetting the CRM strategy: Selling CRM internally: CRM development team, scoping and prioritizing; Development and delivery, Measurement; Types and Causes of Service Quality Gaps - Measuring and Improving service Quality - Strategies to resolve the gaps.	Interactive Lectures Case Studies Experiential Learning	9
5	Relationship Marketing in Tourism Business; Model of buyer - seller relationship; The customer relationship audit; Relationship Marketing and distribution channels; Benefit evaluation and relationship pricing; Relationship building and brand management; Role of communication in building relationship.	Interactive Lectures, Case Studies, Experiential Learning	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Creating a customer relationshio management plan for a Startup	PBL	BL6-Create	15

Part D(Marks Distribution)

	Theory											
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation							
100	40	60	18	40								
			Practical									
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation							

Part E

Books	Christopher Lovelock & Jochen Wirtz (2004), Services Marketing, Pearson Education, Delhi. 2. Gilmore (2004), Services Marketing and Management, Response Books, New Delhi. 3. Yal, Parasuraman & Berry - Delivering qualiy service, The Free press, New 4. Andry Silmore (2001), Services Marketing & Management, Response Books, Sage Publications, Delhi.
Articles	Winer, R. S. (2001). A framework for customer relationship management. California management review, 43(4), 89-105.
References Books	5. Jagdish Seethi, Etal (2000), Customer Relationship Management. Stancles A.Brown. Customer Relationship Management, John Wiley & Sons. 6. Lovelock (2003). Services Marketing - People, Technology & Strategy, Pearson Edn. Singapore. 7. Iqbal S. Sachdeva (2009), Public Relations Principles and Practices, Oxford University Press, New Delhi.
MOOC Courses	
Videos	https://www.youtube.com/watch?v=SlhESAKF1Tk

	Course Articulation Waterx														
COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	-	-	-	1	-	1
CO2	1	2	1	-	-	-	-	-	-	-	-	-	2	1	-
CO3	1	1	-	-	-	-	-	-	-	-	-	-	1	-	1
CO4	2	1	-	1	-	-	-	-	-	-	-	-	1	-	-
CO5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1
CO6	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-



MBA-Dual_Specialization

Title of the Course	Dissertation					
Course Code	MBA-405 [P]					
	*	Part A				
			1	т	Р	С

			raitA					
Year	2nd	Semester	4th	Credits	L	Т	Р	С
Teal	ZIId	Semester	401	Credits	0	0	10	10
Course Type	Project							
Course Category	Projects and I	nternship						
Pre-Requisite/s	Completion of	core MBA courses		Co-Requisite/s				
Course Outcomes & Bloom's Level	CO2- Student CO3- Student CO4- Student CO5- Student	C01- Student will be able to apply research methodologies to investigate a specific business problem or phenomenon in depth.(BL3-Apply) C02- Student will be able to synthesize and analyze relevant literature to inform the research topic and support findings.(BL4-Analyze) C03- Student will be able to design and execute a structured research plan, including data collection and analysis. (BL4-Analyze) C04- Student will be able to interpret research findings and draw meaningful conclusions based on empirical evidence.(BL4-Analyze) C05- Student will be able to communicate research findings effectively through a written dissertation and oral defense.(BL5-Evaluate) C06- Student will be able to demonstrate ethical conduct in all aspects of the research process.(BL5-Evaluate)						
Coures Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics X Gender X Human Values X Environment X SDG (Goals) SDG (Goals) SDG (Goals) SDG (Forther work and economic growth) SDG (Forther work and economic growth) SDG (Forther work and economic growth)							

Part B

Modules	Contents	Pedagogy	Hours
1	Research Proposal Development	Workshops, Case Studies, Mentorship	60
2	Review of Literature	Workshops, Case Studies, Mentorship	60
3	Research Methodology	Workshops, Case Studies, Mentorship	60
4	Data Collection and Analysis	Workshops, Case Studies, Mentorship	60
5	Discussion, Conclusion, Presentation and Defense	Workshops, Case Studies, Mentorship	60

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
	Students will work on real-world business problems related to their research topic, applying theoretical knowledge to practical scenarios.	Field work	BL5-Evaluate	45

Part D(Marks Distribution)

			Theory		
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
			Practical		
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	0	0	100	

Part E

Books	Creswell, J. W. (2018). Qualitative inquiry and research design: Choosing among five approaches. Sage Publications.
Articles	Ridley, D. (2008). The role of literature review in the research process. Journal of Business & Management, 14(1), 45-52.
References Books	Kumar, R. (2020). Research methodology: A step-by-step guide for beginners. Sage Publications.
MOOC Courses	
Videos	Scribbr. (2019, October 3). How to write a thesis: Step by step guide [Video]. YouTube. https://www.youtube.com/watch?v=-qFi5h9OaGw

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	1	1	2	1	-	-	-	-	1	2	1
CO2	2	1	3	-	1	-	-	1	-	-	-	-	-	1	-
CO3	2	-	-	1	-	2	-	-	-	-	-	-	1	2	1
CO4	2	1	-	3	3	-	1	-	-	-	-	-	-	1	1
CO5	2	1	3	1	-	2	1	1	-	-	-	-	1	-	1
CO6	2	-	1	-	1	-	1	-	-	-	-	-	1	1	-



MBA-Dual_Specialization

Title of the Course	Management Concept	Management Concept and Organization Behavior						
Course Code	MBA101[T]							
		Part /	A					
Year	1st	Semester	1st	Credits	L T P C 3 0 0 3			
Course Type	Theory only							
Course Category	Disciplinary Major							
Pre-Requisite/s	Management Concept	dge of basic business principles and introductor & Organizational Behavior. Strong communicat g with course material and discussions.		Co-Requisite/s				
Course Outcomes & Bloom's Level	CO2- Student will be a CO3- Student will be a CO4- Student will be a CO5- Student will be a	ble to Define key management concepts and or ble to Explain the role of management in organi ble to Apply management theories and principle ble to Analyze organizational case studies to id- ble to Evaluate different management approach- ble to Design a comprehensive management pl	zations and the impact of individual and grou is to real-world organizational scenarios to so entify issues related to management practice: les and organizational behavior strategies to	p behavior on organizational performance.(BL l/ve basic management problems.(BL3-Apply) s and employee behavior.(BL4-Analyze) determine their effectiveness in various contex	ts.(BL5-Evaluate)			
Coures Elements	Skill Development ✓ Entrepreneurship ✓ Employability X Professional Ethics X Gender ✓ Human Values X Environment X		SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth)				

Part B

Modules	Contents	Pedagogy	Hours
1	Fundamentals of Management: Management practices from past to present, Different levels of management, Managerial skills and Managerial Functions, Case Studies Planning- Objective of planning, Planning process, Types of planning, Types of plans, Management by Objective, Decision-making- types, process & techniques, Case Studies	Interactive Lecture, Experiential Learning, Case Studies	9
2	Organising& Staffing- Types of organization, Organization structure and decentralization of authority, Meaning of staffing, Recruitment, selection & placement, Training & development. Directing & Controlling- Principle of directing, Essence of coordination, Different control techniques, Management by exception. Case Studies	Interactive Lecture, Experiential Learning, Case Studies	9
3	Fundamentals of individual behavior, Personality, types of personality, Personal effectiveness, meaning of Attitudes, Types, Components, attitude formation and attitude change. Meaning & Type of Group Behavior, Interpersonal skills, Transactional Analysis, Johari Window.	Interactive Lecture, Experiential Learning, Case Studies	9
4	Motivation: Theory of Motivation: Maslow's, Herzberg's, McClelland, Contemporary theories of Motivation: Self Determination Theory, Self-Efficacy Theory, Vroom's Expectancy Theory, Equity Theory, Reinforcement Theory, Meaning of Perception, process, behavioral applications of perception. Case Studies	Interactive Lecture, Experiential Learning, Case Studies	9
5	Leadership Styles and Effectiveness Among Indian Women, Work-Life Balance and Flexibility for Indian Women, Mentorship and Sponsorship Programs for Women in Indian Organizations Career Development and Advancement Opportunities for Indian Women, Sexual Harassment Prevention and Response.	Interactive Lecture, Experiential Learning, Case Studies	9

Part C

	Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	5	Design a leadership development program tailored to an organization's needs.	PBL	BL6-Create	15

Part D(Marks Distribution)

	Theory						
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation		
100	40	60	18	40			
			Practical				
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation		

Part E

Books	1.Robbins, S. P., & Judge, T. A. (2023). Organizational Behavior (18th ed.). Pearson. 2. Bateman, T. S., & Konopaske, R. (2023). Management: Leading & Collaborating in a Competitive World (14th ed.). McGraw-Hill Education.
Articles	1. Edmondson, A. C., & Lei, Z. (2014). Psychological safety: The history, renaissance, and future of an interpersonal construct. Annual Review of Organizational Psychology and Organizational Behavior, 1(1), 23-43. https://doi.org/10.1146/annurev-orgpsych-031413-091305 2.Grant, A. M., & Parker, S. K. (2009). Redesigning work design theories: The rise of relational and proactive perspectives. Academy of Management Annals, 3(1), 317-375. https://doi.org/10.5465/19416520903047327
References Books	1. Luthans, F., Luthans, B. C., & Luthans, K. W. (2015). Organizational Behavior: An Evidence-Based Approach (13th ed.). Information Age Publishing. 2. Daft, R. L. (2021). Organization Theory and Design (13th ed.). Cengage Learning.
MOOC Courses	
Videos	

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	2	1	1	3	1	2	1	-	-	-	-	1	1	-
CO2	1	-	2	1	1	1	-	1	-	-	-	-	-	2	1
CO3	2	1	1	-	2	1	1	-	-	-	-	-	1	2	2
CO4	-	2	2	2	-	1	2	1	-	-	-	-	1	3	1
CO5	1	-	-	2	3	1	1	1	-	-	-	-	1	-	1
CO6	1	-	1	1	-	-	1	-	-	-	-	-	1	1	-



MBA-Dual_Specialization

Title of the Course	Managerial Economics
Course Code	MBA102[T]

Year	1st	Semester	1st	Credits	L	T	Р	С
Tear	ISI	Semester	isi	Credits	3	0	0	3
Course Type	Theory only							
Course Category	Discipline Core							
Pre-Requisite/s	Student should	have basic knowledge of basic econor	mics.	Co-Requisite/s				
Course Outcomes & Bloom's Level	CO2- Students CO3- Students CO4- Students CO5- Students economic factor CO6- Students	will be able to explain the different man will be able to apply economic principle will be able to analyze the competitive will be able to critically evaluate the ec rs.(BL5-Evaluate)	rket structures and their impact on files to analyze business scenarios. (B landscape of an industry using economic feasibility and potential outc	agerial decision-making,(BL1-Remember) m decision-making,(BL2-Understand) L3-Apply) nomic frameworks to identify strategic opportur omes of alternative management strategies or for resource allocation, investment decisions	onsidering b	ooth interna	l and exter	nal
Coures Elements	Skill Developme Entrepreneursh Employability X Professional Et Gender X Human Values Environment X	ip X nics X	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth)				

Part B

Modules	Contents	Pedagogy	Hours
1	Concepts and Techniques- Managerial Economies as a discipline, Five fundamental concepts of Economics (Incremental Concept, Opportunity Cost concept, Discounting Concept, Equi Marginal Concept, Time Perceptive Concept). Difference between Role and Responsibility of Managerial Economist, Theory of Firm.	Interactive lectures, case studies, problem based learning	9
2	Utility Analysis- Concept, Types of Utility, Features of utility, Law of Diminishing Marginal Utility, assumptions & exceptions of Law of Diminishing Marginal Utility, Theory of Demand- Meaning & Definition, characteristics, Types of Demand, Law of Demand, Exceptions of Law of Demand, Elasticity of Demand- Concept, Definition, Importance, Types, and Measurement of Elasticity of Demand. Supply Analysis: Concept, Elasticity of Supply & Exception of Law of Supply.	Interactive lectures, case studies, problem-based learning	9
3	Factor of Production – Land, Labor, Capital, Enterprise, Meaning of Production, Production function, Types of Production Functions, Law of Variable Proportion, ISOQUANT, Return to Scale	Interactive lectures, case studies, problem-based learning	9
4	Market Structure – Concept, Definition, Characteristics, Classification, Price determination under Perfect Competition, Imperfect Competition – Monopoly, Monopolistic Competition, Oligopoly (Kinked Demand Curve)	Interactive lectures, case studies, problem-based learning	9
5	New Economic Policy-1991; Liberalization, Privatization, Globalization, Impact of LPG on Present Economics Condition, Business Cycle, Inflation – Meaning, Types, Measurement and Remedies of Inflation.	Interactive lectures, case studies, Guest lectures	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Evaluating the impact of monetary policy tools on controlling inflation.	PBL	BL5-Evaluate	15

Part D(Marks Distribution)

	Theory							
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation			
100	40	40	12	60				
			Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation			

Part E

Books	Keat, P. G., Young, P. K., & Erfle, S. (2019). Managerial Economics: Economic Tools for Today's Decision Makers (8th ed.). Pearson. Atmanand. (2021). Managerial Economics (3rd ed.). Excel Books.
Articles	Thomas, C. R., Maurice, S. C., & Sarkar, S. (2005). Managerial economics (p. 768). McGraw-Hill/Irwin. Sporleder, T. L. (1992). Managerial economics of vertically coordinated agricultural firms. American Journal of Agricultural Economics, 74(5), 1226-1231.
References Books	Samuelson, W. F., & Marks, S. G. (2018). Managerial Economics (8th ed.). Wiley.
MOOC Courses	https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_pg/385
Videos	https://youtu.be/Vi3Q1ypNw3M https://youtu.be/ShzPtU7IOXs

	Odd Sc Atticulation Water														
COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	1	1	-	-	-	1	-	-	-	-	-	1	-	1
CO2	2	-	-	1	-	3	3	1	-	-	-	-	2	1	1
CO3	2	-	2	1	-	1	-	1	-	-	-	-	-	1	1
CO4	1	-	3	1	-	2	2	-	-	-	-	-	1	1	-
CO5	-	1	3	-	3	1	1	-	-	-	-	-	1	-	1
CO6	-	-	1	-	1	-	-	-	-	-	-	-	-	1	-



MBA-Dual_Specialization

Title of the Course	Business Communication and Drafting
Course Code	MBA103[T]

	•	Part A			
Year	1st	Semester	1st	Credits	L T P C 3 0 0 3
Course Type	Theory only				
Course Category	Discipline Core				
Pre-Requisite/s		y: Strong proficiency in the language of instruction (e ,, spelling, and punctuation.	e.g., English) is essential. This includes	Co-Requisite/s	
Course Outcomes & Bloom's Level	CO2- Analyse ethica CO3- Develop an un CO4- Gaining and ur	s communication strategies and principles to prepare I, legal, cultural, and global business Communication derstanding of appropriate organizational formats ar derstanding of emerging electronic modes of comm ctiveverbalandnonverbalcommunicationskills.(BL5-I	n issues.(BL2-Understand) nd channels used in business communications.(unication.(BL4-Analyze)	·	er)
Coures Elements	Skill Development ✓ Entrepreneurship X Employability X Professional Ethics > Gender X Human Values X Environment X		SDG (Goals)	SDG4(Quality education)	

Part B

Modules	Contents	Pedagogy	Hours
1	Introduction: Role of communication–defining and classifying communication–purpose of communication – process of communication – characteristics of successful communication – importance of communication in management – communication structure in organization – communication in crisis barriers to communication.	Theory	6
2	Oral Communication, Reading and voice modulation, Need, Objectives, Advantages, Limitations, Conversation Control Managerial speeches/Presentation skills- stage fear, Extempore, Imprompt. Written communication: Purpose of writing-clarity in writing-principles of effective writing – approaching the writing process systematically: The 3X3 writing process for business communication: Pre writing – Writing – Revising – Specific writing features – coherence – electronic writing process.	PPT, Audio Video Mode	10
3	Business letters and reports: Introduction to business letters — writing routine and persuasive letters — positive and negative messages-writing memos—what is port purpose, kinds and objectives of report writing. Presentation skills: What is a presentation — elements of presentation — designing a presentation. Advanced visual support for business presentation types of visual aid.	Mind Maps	6

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Employment communication: Introduction – writing CVs – Group discussions – interview skills Impact of Technological Advancement on Business Communication networks – Intranet – Internet – e mails – SMS – teleconferencing – video conferencing.	PBL	BL6-Create	8
5	Group communication: Meetings – Planning meetings – objectives – participants – timing – venue of meetings–leading meetings. Media management–the press release, press conference–media interviews, Seminars – workshops –conferences. Business etiquette's.	PBL	BL6-Create	6

Part D(Marks Distribution)

Theory											
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation						
	Practical										
Total Marks Minimum Passing Marks		External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation						
0	0	0	0	0	0						

Part E

Books	Bovee & Thill – Business Communication Essentials A Skill–Based Approach to Vital Business English. Pearson.				
Articles	https://files.eric.ed.gov/fulltext/EJ1384682.pdf				
References Books	Kulbhushan Kumar & R.S. Salaria, Effective Communication Skills, Khanna Publishing House, Delhi				
MOOC Courses	https://onlinecourses.nptel.ac.in/noc21_hs76/preview https://www.classcentral.com/report/category/mooc-interviews/page/4/				
Videos	https://www.youtube.com/watch?v=Xuvil.uLnQJA https://www.youtube.com/watch?v=nlQhHEWpdWs https://www.youtube.com/watch?v=Ji2FfEKmW6s https://www.youtube.com/watch?v=Hw2nGZtoOhc				

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	
CO1	1	-	2	-	-	3	-	-	-	-	-	-	1	-	-	
CO2	-	1	-	1	-	-	1	1	-	-	-	-	-	2	-	
CO3	-	-	2	-	3	-	-	-	-	-	-	-	3	-		
CO4	1	2	-	-	-	-	3	-	-	-	-	-	-	-	1	
CO5	-	-	1	-	-	1	-	2	-	-	- 2 -		-	1		
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	



MBA-Dual_Specialization

Title of the Course	Quantitative Technique	uantitative Technique											
Course Code	MBA104[T]	A104[T]											
	Part A												
Year	1st	Semester	1st	Credits	L	Т	Р	С					
Teal	151	Semester	151	Credits	3	0	0	3					
Course Type	Theory only	eory only											
Course Category	Discipline Core	Discipline Core											
Pre-Requisite/s	Basic understanding of	mathematical functions and data.		Co-Requisite/s									
Course Outcomes & Bloom's Level	CO2- Students will be a CO3- Students will be a CO4- Students will be a CO5- Students will be a	able to interpret statistical results preser able to Select and apply appropriate sta able to Evaluate the strengths and limita able to critically appraise the validity and	tistical tests to analyze business data and dr tions of different statistical methods used in	s, and market research data. (BL2-Understandaw data-driven conclusions for decision-makin business contexts. (BL4-Analyze) m business research studies. (BL5-Evaluate)	ng.(BL	3-Apply	()						
Coures Elements	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics X Gender X Human Values X Environment X		SDG (Goals)	SDG4(Quality education)									

Part B

Modules	Contents	Pedagogy	Hours
1	Role of Statistics: Applications of inferential statistics in managerial decision- making; Measures of central tendency: Mean. Median and Mode and their implications. Measures of Dispersion: Range, Mean deviation, standard deviation, coefficient of variation (C.V.), Skewness, Kurtosis.	Interactive Lectures, Case Studies, Experiential Learning	9
2	Probability Theory: Basic Terminology, Discrete and Continuous probability distributions, basic concepts and applications of Binomial, Poisson and Normal distributions.	Interactive Lectures, Case Studies, Experiential Learning	9
3	Time Series Analysis: Components of time series, Trend analysis: Least Square method - Linear and Non- Linear equations, Applications in business decision-making	Interactive Lectures, Case Studies, Experiential Learning	9
4	Correlation and Regression: Correlation: Meaning, and types of correlation, Karl Pearson and Spearman rank correlation. Regression: Meaning, Regression equations and their applications.	Interactive lectures, Case studies, problem based learning, interactive workshops	9
5	Estimation Theory and Hypothesis Testing: Sampling theory; Formulation of Hypotheses; Application of z test, t-test, F-test and Chi-Square test.	Interactive lectures, Case studies, problem based learning, interactive workshops	9

Part C

	Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
ŧ	5	Conducting a Statistical Analysis of Consumer Behavior Patterns	PBL	BL4-Analyze	15

Part D(Marks Distribution)

	Theory									
Total Marks Minimum Passing Marks		External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					
100	40	40	12	60						
	Practical									
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					

Part E

Books	Gupta, S. P. (2014) Statistics (43rded.). S. Chand & Sons. Beri, G.C. (2009). Business Statistics (3rded.). Tata McGraw Hill.
Articles	McClave, J. T., Benson, P. G., & Sincich, T. (2008). Statistics for business and economics. Pearson Education. Zanakis, S. H., & Valenzi, E. R. (1997). Student anxiety and attitudes in business statistics. Journal of Education for Business, 73(1), 10-16.
References Books	Sharma, J.K. (2006). Business statistics (2nded.). Pearson Education, ISBN: 8131798666, 9788131798669
MOOC Courses	
Videos	https://youtu.be/NF0IrkqXlkQ https://youtu.be/ROpbdO-gRUo

	Coulded Automation Materia															
COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	
CO1	2	-	1	-	1	-	1	1	-	-	-	-	1	-	1	
CO2	2	-	1	1	-	3	3	-	-	-	-	-	-	1	1	
CO3	2	1	-	1	-	-	-	1	-	-	-	-	1	1	-	
CO4	-	1	3	1	-	1	-	1	-	-	-	-	2	1	2	
CO5	2	1	1	-	-	1	-	1	-	-	-	-	-	1	1	
CO6	1	-	-	1	-	-	-	1	-	-	-	-	1	-	-	



MBA-Dual_Specialization

Title of the Course	Accounting for Managers
Course Code	MBA105[T]
•	•

		Part A	A							
Year	1st	Semester	1st	Credits	L 3	T 0	P 0	C 3		
Course Type	Theory only	Theory only								
Course Category	Discipline Core									
Pre-Requisite/s	Students should have	ve a basic understanding of accounting concepts a	nd the jargon of the subject.	Co-Requisite/s						
Course Outcomes & Bloom's Level	CO2- Students will be CO3- Students will be CO4- Students will be CO5- Students will be CO5- Students will be	pe able to identify and define key financial stateme be able to explain the fundamental accounting prin- be able to apply accounting principles to interpret fi be able to analyze the impact of different accountin- be able to critically assess the ethical implications on be able to develop financial forecasts and budgets	ciples and concepts underlying financial report nancial data and assess the financial health of 1g methods on financial statements (BL4-Anal) of accounting practices and propose strategies	an organization.(BL3-Apply) /ze) for ensuring financial reporting transparency.	(BL5	·Eva	luate	∍)		
Coures Elements	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics Gender X Human Values X Environment X		SDG (Goals)	SDG4(Quality education)						

Part B

Modules	Contents	Pedagogy	Hours
1	Introduction of Accounting: Meaning of bookkeeping, accounting and accountancy (comparative study in terms of objectives, scope & application), Objectives, scope, and limitations of accounting. Accounting information systems, Users of accounting information, accounting concepts, conventions and principles of accounting (GAAP), Introduction to accounting standards, Need, Benefits and limitations.	Interactive Lectures, Case Studies, Experiential Learning	9
2	Accounting Cycle: Double entry system of accounting, Classification of accounting: traditional and modern and rules of journal entry, classification, journalizing of transactions, Sub division of journal, Posting to ledge	Interactive Lectures, Case Studies, Experiential Learning	9
3	Final Accounts: Preparation of final accounts, Advance practical problems on all aspects.	Interactive Lectures, Case Studies, Experiential Learning	9
4	Depreciation Accounts: Depreciation Methods and Handling of Depreciation Accounts	Interactive Lectures, Case Studies, Experiential Learning	9
5	Accounts for non-profit making organizations: Commercial Organization Accounts V/S NPO Accounts; Types of NPO accounts and there handling.	Interactive Lectures, Case Studies, Experiential Learning	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Designing a Financial Reporting System for Non-Profit Organizations	PBL	BL6-Create	15

Part D(Marks Distribution)

		rait	D(Marks Distribution)		
			Theory		
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	40	12		
			Practical		
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

Part E

Books	Khan, M. Y., & Jain, P. K. (2012). Cost & Management Accounting. New Delhi: Tata McGraw-Hill Publishing House.
Articles	Glynn, J. J., Murphy, M., & Abraham, A. (2003). Accounting for managers. Noreen, E. W. (2011). Managerial accounting for managers. New York.
References Books	Sharma, R. K., & Gupta, Shashi K. (2014). Management Accounting. New Delhi: Kalyani Publishers
MOOC Courses	https://onlinecourses.nptel.ac.in/noc22_mg65/preview
Videos	https://youtu.be/3lwInzB0BPU https://youtu.be/ZJ3tG42laxk

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	-	1	-	1	-	1	1	-	-	-	-	-	2	1
CO2	2	-	1	1	-	3	2	-	-	-	-	-	2	-	1
CO3	2	1	-	1	-	1	-	1	-	-	-	-	1	2	-
CO4	1	1	3	1	-	-	1	-	-	-	-	-	1	2	-
CO5	-	-	3	-	-	1	1	1	-	-	-	-	-	1	2
CO6	1	-	-	1	-	-	2	-	-	-	-	-	2	-	1



MBA-Dual_Specialization

Title of the Course	Legal Aspect of Bu	egal Aspect of Business									
Course Code	MBA107[T]	MBA107[T]									
	•		Part A								
Year	1st	Semester	1st	Credits	L	Т	Р	С			
Tour	i ist Sellester ist Credits							3			
Course Type	Theory only										
Course Category	Foundation core										
Pre-Requisite/s	A strong foundation business.	n in business fundamentals is a prerequisite	for understanding the legal aspects of	Co-Requisite/s							
Course Outcomes & Bloom's Level	CO2- Students wil CO3- Students wil (BL3-Apply) CO4- Students wil Analyze) CO5- Students wil	Il be able to define and recall key legal terms il demonstrate comprehension of legal termin il apply legal principles and concepts to solve Il critically analyze legal cases, statutes, and il assess the effectiveness of legal strategies, il be able to synthesize a comprehensive lega Create)	ology, theories, and precedents, and apply business problems, draft basic legal docu regulations to identify relevant issues, eval policies, and practices in mitigating risks a	this understanding to analyze business scer ments, and make informed business decisior uate arguments, and assess the impact on b and promoting compliance within business or	ns withir usiness ganizati	i legal fi operati ons.(Bl	amewo ons. (Bl	rks. L 4-			
Coures Elements	Skill Development ✓ Entrepreneurship X Employability X Professional Ethics X Gender X Human Values X Environment X SDG (Goals) SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)										

Part B

Modules	Contents	Pedagogy	Hours
1	Indian Contract Act 1872	INTERACTIVE LECTURES , CASE STUDY DISCUSSION AND ROLE PLAYS	9
2	The Sale of Goods Act, 1930. Partnership Act 1932	INTERACTIVE LECTURES , CASE STUDY DISCUSSION AND ROLE PLAYS	9
3	Companies Act, 2013	INTERACTIVE LECTURES , CASE STUDY DISCUSSION AND ROLE PLAYS	9
4	The Negotiable Instruments Act, 1881	INTERACTIVE LECTURES , CASE STUDY DISCUSSION AND ROLE PLAYS	9
5	Intellectual Property Rights Act	INTERACTIVE LECTURES , CASE STUDY DISCUSSION AND ROLE PLAYSINDIAN	9

Part C

	Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
2		Understanding the Sale of Goods Act 1930 through Moot Court	PBL	BL5-Evaluate	15

Part D(Marks Distribution)

			Theory		
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	60	18	40	
			Practical		
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

Part E

Books	Kapoor, N. D. (2020). Elements of Mercantile Law (38th ed.). Sultan Chand & Sons.
Articles	
References Books	Kumar, R. (2019). Legal Aspects of Business (4th ed.). Cengage Learning India.
MOOC Courses	
Videos	

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	1	-	-	1	1	1	-	-	-	-	1	-	1
CO2	2	1	-	-	1	1	2	1	-	-	-	-	-	3	1
CO3	1	2	1	1	-	-	1	1	-	-	-	-	2	-	-
CO4	1	3	1	2	-	1	1	2	-	-	-	-	1	1	-
CO5	1	-	3	2	1	1	2	1	-	-	-	-	1	1	2
CO6	1	-	-	-	1	1	1	-	-	-	-	-	-	-	1



MBA-Dual_Specialization

Title of the Course	Computer Concept and Managerial Application
Course Code	MBA108[T]

		Pa	rt A					
Year	1st	Semester	1st	Credits	L	Т	Р	С
Tear	ist	Semester	ist	Credits	3	0	0	3
Course Type	Theory only						•	
Course Category	Discipline Core							
Pre-Requisite/s		ve basic computer literacy, understanding of bus e (e.g., spreadsheets, databases), and awarene		Co-Requisite/s				
Course Outcomes & Bloom's Level	CO2- Student will b CO3- Student will b CO4- Student will b CO5- Student will b	e able to identify common types of business sof e able to explain the basic functionalities of a e a bale to apply appropriate software tools to ana e able to analyze the strengths and weaknesses e able to evaluate the impact of technology adoj e able to develop a plan to implement a new soi	ecific business software application (BL2-U alyze data for management decisions(BL3-4 s of different software solutions for a specific ption on organizational efficiency and decisi	nderstand) Npply) c management need(BL4-Analyze) on-making processes(BL5-Evaluate)	L6-Cre	eate)		
Coures Elements	Skill Development ✓ Entrepreneurship X Employability ✓ Professional Ethics X Gender X Human Values X Environment X SDG (Goals) SDG4(Quality education) SDG8(Decent work and economic growth) SDG12(Responsible consuption and production)							

Part B

Modules	Contents	Pedagogy	Hours
1	Computer hardware and software, Framework of computer, input and output devices, computer memories, central processing unit, types of computers; types of software: system software and application software, some basic terms related to operating system.	Interactive Lecture	9
2	MS Word: Some basic terms: toolbar, format bar, and status bar; insert tables, charts, and smart arts; add graphics; pages options; insert citations; create, edit, and save Word documents; use auto text, spelling and grammar tool; create a cover letter; mall merge. MS Powerpoint: Preparation of powerpoint presentation, what to include and what not to include in slides, inserting new slides and deleting any slide, use of master slides, insertion of figures, graphics, and charts in presentation.	Interactive Lecture, Interactive workshops	9
3	MS Excel: Understanding Basic working with Excel, Quick review on MS Excel Options, ribbon, sheets, Saving Excel File as PDF, CSV and older versions, Copy, Cut, Paste, Hide, Unhide and link the data in Rows, Columns and Sheet; Using paste special options, Formatting cells, Rows, Columns and sheets, Protecting and Unprotecting cells, rows, columns and sheets with or without password, Page Layout and Printer properties, Consolidation, Consolidating With Identical Layouts, Consolidating With Different Layouts.	Interactive Lecture, Interactive workshops	9
4	Data Processing File Management System, Database Management System, Database Models, Main Components of a DBMS, Creating and Using a Database, Introduction to MS Access: Introduction to DBMS, Databases, Basic Working of MS-Access, Tools, and Menus in MS-Access, creating tables is MS-Access.	Interactive Lecture, Interactive workshops	9
5	Basic Elements Of A Communication System Data Transmission Modes, Transmission Basics; Types of Data Transmission Media; Modulation Techniques, Modems, Analog versus Digital Transmission, Multiplexing Techniques, Need for Computer Communication Networks, Types of Network, Network Topologies, Network Protocol, OSI and TCP/IP model, The Future of Internet Technology, Internet Protocol, World Wide Web, E-mail, Search Engines.	Interactive Lecture, Interactive workshops	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
3	Developing a Comprehensive Financial Model Using Spreadsheets for Business Planning	PBL	BL6-Create	15

Part D(Marks Distribution)

			Theory		
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	40	12	60	
			Practical		
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

Part E

Books	Sinha, P. K., & Sinha, P. (2017). Computer fundamentals, BPB publication (6th ed.) Lambert, J., &Cox, J.(2007). MS-Office word step by step. Microsoft Press, ISBN: 9780735637887
Articles	Fitzmaurice, J. M., Adams, K., & Eisenberg, J. M. (2002). Three decades of research on computer applications in health care: medical informatics support at the Agency for Healthcare Research and Quality. Journal of the American Medical Informatics Association, 9(2), 144-160 Kandasamy, N., Abdelwahed, S., & Hayes, J. P. (2004, May). Self-optimization in computer systems via on-line control: Application to power management. In International Conference on Autonomic Computing, 2004. Proceedings. (pp. 54-61). IEEE.
References Books	2. Morley and parker(2010). Understanding Computers: Today and Tomorrow, Cengage Learning
MOOC Courses	
Videos	https://youtu.be/kOuNec3yF_Q https://youtu.be/zc2_N1WZhU0

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	1	-	2	1	1	-	-	-	-	-	1	1
CO2	2	1	-	1	-	3	3	-	-	-	-	-	1	-	2
CO3	1	2	-	1	2	-	1	1	-	-	-	-	1	-	1
CO4	-	2	3	1	1	-	1	2	-	-	-	-	2	1	-
CO5	-	1	3	-	1	2	-	-	-	-	-	-	-	2	1
CO6	1	-	-	2	-	-	2	1	-	-	-	-	2	-	1



MBA-Dual_Specialization

Title of the Course	Business Simulation Workshop					
Course Code	MBA109[P]					
		Part A				
			 L	Т	Р	С

			raitA					
Year	1st	Semester	1st	Credits	L	T	Р	С
	100		100	S. Santo	0	0	1	1
Course Type	Lab only							
Course Category	Discipline Core							
Pre-Requisite/s	Students should	have the basic understanding of business	principles and management concepts	Co-Requisite/s				
Course Outcomes & Bloom's Level	CO2- Student wil CO3- Student wil CO4- Student wil CO5- Student wil	CO1- Student will be able to apply theoretical business concepts to simulated business scenarios for decision-making.(BL3-Apply) CO2- Student will be able to analyze and interpret simulated business data to assess performance and formulate strategies.(BL4-Analyze) CO3- Student will be able to collaborate effectively but in teams to simulate real-world business operations and challenges. (BL3-Apply) CO4- Student will be able to evaluate the impact of different strategies on business outcomes in a risk-free environment.(BL5-Evaluate) CO5- Student will be able to communicate effectively, both orally and in writing, to present and justify simulated business decisions. (BL3-Apply) CO6- Student will be able to demonstrate ethical and responsible decision-making in the context of business simulations.(Bl.6-Create)						
Coures Elements	Skill Developmer Entrepreneurship Employability ✓ Professional Ethi Gender X Human Values X Environment X	o × cs ×	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG12(Responsible consuption and produc SDG17(Partnerships for the goals)	ction)			

Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Business Simulation: Overview of Business Simulation Importance and Benefits Simulation Methodology	Interactive Lectures, Case Studies, Experiential Learning	6
2	Simulation Software Familiarization: Introduction to Simulation Tools Navigation and Interface Understanding Basic Functions and Features	Interactive Lectures, Case Studies, Experiential Learning	6
3	Scenario Analysis and Decision-making: Understanding Business Scenarios Analysis of Simulated Data Strategic Decision-making Process	Interactive Lectures, Case Studies, Experiential Learning	6
4	Performance Evaluation and Strategy Adjustment: Metrics for Performance Evaluation Assessing Business Outcomes Iterative Strategy Refinement	Interactive Lectures, Case Studies, Experiential Learning	6
5	Team Collaboration and Leadership: Importance of Teamwork in Simulation Effective Communication Strategies Leadership Roles and Responsibilities	Interactive Lectures, Case Studies, Experiential Learning	6

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Simulating Market Entry Strategies for a New Product in a Competitive Industry	PBL	BL6-Create	15

Part D(Marks Distribution)

	Theory				
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
	Practical Practical				
Total Marks	Minimum Passing Marks	um Passing Marks External Evaluation Min. External Evaluation Internal Evaluation Min. Inte		Min. Internal Evaluation	
100	40	0	0	100	

Part E

	1 417 2
Books	
Articles	Jenkins, J. R. (1998). The role of simulations in international management education. Journal of Teaching in International Business, 9(3), 43-58.
References Books	
MOOC Courses	
Videos	

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	1	-	1	-	-	-	-	-	1	2	1
CO2	1	2	-	1	-	3	-	1	-	-	-	-	-	1	-
CO3	2	-	1	-	1	2	1	1	-	-	-	-	1	-	1
CO4	1	2	1	1	-	1	-	-	-	-	-	-	-	1	-
CO5	1	2	1	-	-	1	-	1	-	-	-	-	1	1	-
CO6	1	-	1	-	1	-	-	1	-	-	-	-	-	-	1