

BBA_Hons

Title of the Course	Computer Applications	nputer Applications							
Course Code	AMC-101[T]	i01[T]							
	Part A								
Year	1st	Semester	1st	Credits		Т	Ρ	С	
					3	0	0	3	
Course Type	Theory only	neory only							
Course Category	Disciplinary Major	plinary Major							

Pre-Requisite/s	Fundamentals of Comp Apps typically requires basic computer literacy and no prior programming experience. Co-Requisite/s						
Course Outcomes & Bloom's Level	 O1- Students will be able to identify and remember the basic principles of computer hardware and software.(BL1-Remember) O2- Students will be able to understand the use of databases, spreadsheets, Word, PowerPoint, etc., and prepare effective presentations for different purposes.(BL2-inderstand) O3- Students will be able to utilize software tools for data analysis, reporting, and decision support in business scenarios.(BL3-Apply) O4- Students will be able to perform and interpret basic business analytics and their implications for business administration.(BL4-Analyze) O5- Students will be able to assess the usability and user experience of software applications critically.(BL5-Evaluate) 						
Coures Elements	Skill Development ✓ Entrepreneurship × Employability ✓ Professsonal Ethics × Gender × Human Values × Environment ×	SDG (Goals)	SDG4(Quality education)				

	Part	В			
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, Mail merge MS-Excel: Introduction to MS-Excel, Data-sorting and functions: Round (), Sort (), Average (), Max (), Min (), Count (), Sum (), IF (), Sum if (), ABS (), Roman (), Upper (), Lower (), Cell (), Today (), Now (). Introduction of PowerPoint, Parts of PowerPoint window, Changing font, Inserting, Copying, Moving picture & text, Entering data graph and map, Design template, Auto context wizard 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		
Part C					

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ 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.

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BBA_Hons

		BBA_r	10115					
Title of the Course	Tally							
Course Code	AMC-202[P]							
		Part	A					
Year	1st	Semester	2nd	Credits	L 4	т 0	P 0	C 4
Course Type	Theory only						1	1
Course Category	Disciplinary Major				-	-		
Pre-Requisite/s		comprehend basic accounting principles, Indian a need to understand the double-entry bookkeeping ersions.		Co-Requisite/s				
Course Outcomes & Bloom's Level	CO2- Students will t CO3- Students will t CO4- Students will t	be able to recall the basic features and functional be able to Interpret the significance of accounting be able to Apply accounting standards and practit be able to Compare and contrast different financi be able to Critically evaluate the ethical implicatio	principles and concepts applied within Tally ces within Tally to maintain proper books of al reports generated by Tally to assess the f	accounts.(BL3-Apply) inancial performance of a business.(BL4-Ana	alyze)			
Skill Development ✓ Entrepreneurship ✓ Employability ✓ Coures Elements Professsonal Ethics × Gender × Human Values × Environment ×		SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG12(Responsible consuption and produc	ction)				

	Part B		
Modules	Contents	Pedagogy	Hours
1	ACCOUNTING FUNDAMENTALS: basic accounting concepts and conventions, Indian accounting standards, types of accountancy, Double-entry bookkeeping system, The bookkeeping and accounting process, an explanation of debits and credits, an explanation of a T account, Double entry working examples, History of Tally, Versions of Tally and Comarison.Configuration	Interactive Lectures, Lab practicals	15
2	COMPANY CREATION IN TALLY.ERP9: Title Area, The Main Area, Calculator Area, Button Bar Country Specific Configuration, Create a Company, Load a company, company information, selec company, Gateway of Tally, Shut a company, Alter a company, delete a company, activate company MASTER HEAD CREATION FOR FINANCIAL ACCOUNTING: Debtor/Creditor Classification, creating a group, multiple creation of groups, what is ledger?, creation of a ledger account, cost centre, Budgets, Voucher types, create a voucher type, currencies.	Interactive Lectures, Lab practicals	15
3	INVENTORY MASTERS IN TALLY ERP9 : Configure Tally for inventory Control, What is a stock Group?, Creating a stock group, creating multiple stock groups, display or alter a stock group, create a stock category, creating a stock item. Locations/godowns, create a unit of measure. VOUCHER ENTRY IN TALLY. E R P 9 The voucher entry screen, types of vouchers, contra entry, payment entry, receipt entry, Journal entry, sales entry, inventory allocations, How to enter vouchers? How to enter inventory vouchers? How to create stock journal? Bill of materials, purchase and sales orders, create a purchase or der, and create a sales order, invoice entry, printing invoice and vouchers.	Interactive Lectures, Lab practicals	15
4	REPORT GENERATION & INTERPRETATION: Generating financial statements report and analysis CONCEPT OF GST: Conceptual framework of GST and other indirect taxes, e-filling, Tally reference Manual.	Interactive Lectures, Lab practicals	15

	Par	t C		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Utilizing Tally for Financial Management and Reporting	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	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://youtu.be/OIKM-ITf1UQ?si=F4jbLfXHhipSoMDx

							Cours	e Articulatio	on Matrix						
COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BComHons

Title of the Course	Principles of N	larketing								
Course Code	AMC-301[T]									
	Part A									
Year	2nd	Semester	3rd	Credits	L	Т	Ρ	С		
i cai	210	Semester	314	Creats	3	0	0	3		
Course Type	Theory only	heory only								
Course Category	Disciplinary M	Disciplinary Major								
Pre-Requisite/s				Co-Requisite/s						
Course Outcomes & Bloom's Level	CO1- Students will be able to recall and reproduce key marketing terminology and concepts. (BL1-Remember) CO2- Students will be able to explain the consumer behavior and decision-making process. (BL2-Understand) CO3- Students will be able to apply the marketing mix to develop and implement marketing strategies. (BL3-Apply) CO4- Students will be able to analyze the competitive landscape and conduct a SWOT analysis for marketing planning. (BL4-Analyze) CO5- Students will be able to evaluate the impact of marketing strategies on organizational performance. (BL5-Evaluate)									
Skill Development ✓ Entrepreneurship × Employability ✓ Professsonal Ethics ✓ Gender × Human Values × Environment ×		SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG12(Responsible consuption and produc	stion)						

		Part B	
Modules	Contents	Pedagogy	Hours
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

	Par	C		
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

	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	Kotler, P., & Keller, K. L. (n.d.). Marketing Management (13th ed.). Prentice Hall.						
Articles	Articles McKenna, R. (1991). Marketing is everything. [Article No. 91108]. Retrieved from [URL]						
References Books Kotler, P., & Armstrong, G. (2016). Principles of Marketing (16th ed.). Pearson.							
MOOC Courses https://ugcmoocs.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:5ea6cb20,vid:MoVOoazuGlc,st:0						

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	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
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BComHons

Title of the Course	Entrepreneurship										
Course Code	AMC-303[T]	AMC-303[T]									
			Part A								
Year	2nd	Semester	3rd	Credits	L	т	Ρ	С			
ieai	210	Geniester	514	Credits	3	0	0	3			
Course Type	Theory only										
Course Category	Disciplinary Major										
Pre-Requisite/s	The students shoul	ld be familiar with the basics of business	related concepts.	Co-Requisite/s							
Course Outcomes & Bloom's Level	CO2- Student will b CO3- Student will b CO4- Student will b		ntrepreneurial ventures and their chara oportunity, assess its feasibility, and de cape for a chosen venture idea and de	velop a basic business model canvas. (BL3-A velop strategies to gain a competitive advanta		4-Analyz	e)				
Coures Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professsonal Ethics ✓ Gender ✓ Human Values X Environment X		SDG (Goals)	SDG1(No poverty) SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)							

	Part B									
Modules	Contents	Pedagogy	Hours							
1	Introduction: Concept of entrepreneur, Distinction between entrepreneur and manager, Functions of an entrepreneur, Qualities of a successful entrepreneur and Types of entrepreneurs. Concept and Nature of entrepreneurship, Role of entrepreneurship in economic development.	Interactive Lectures, Case Studies, Experiential Learning	9							
2	Development of Entrepreneurship: Emergence of entrepreneurial class in India, Environmental factors affecting entrepreneurship, Locational mobility of entrepreneurs, Entrepreneurship development programmes, Institutions for entrepreneurship development and Entrepreneurial performance in India.	interactive lectures and case studies	9							
3	Entrepreneurial Motivation: Concept and Theories of motivation, Motives for starting enterprises, Testing entrepreneurial motivation, Developing achievement motivation and Entrepreneurial behaviour.	interactive lectures and case studies	9							
4	Rural Entrepreneurship: Meaning of rural entrepreneurship, Need for rural entrepreneurship, Rural industrialization in retrospect, Problems of rural entrepreneurship and Development of rural entrepreneurship.	interactive lectures and case studies	9							
5	Establishing a Small Enterprise: The startup process, Project identification, Selection of the product, Project formulation, Assessment of project feasibility, Analysis of project, Preparation of project report, selection of site / location and Legal considerations.	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				

Books	Hisrich, R. D., Peters, M. P., & Shepherd, D. M. (2021). Entrepreneurship (11th ed.). McGraw-Hill Education.
Articles	Factors Influencing Entrepreneurial Activities Gutterman, Alan S. Product Number: BEP427 Books & Book Chapters (PDF) • 56 pages • 2018-09-05
References Books	Kuratko, D. F., & Covin, J. G. (2018). Entrepreneurship: Theory, process, practice (10th ed.). John Wiley & Sons.
MOOC Courses	
Videos	https://www.google.com/gasearch?q=videos%20on%20entrepreneurship%20in%20english&source=sh/x/gs/m2/5#fpstate=ive&vld=cid:19a9c5d0,vid:MdNNGfoxrqA,st:0

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



BBA_Hons

Title of the Course	Income Tax for Individual									
Course Code	AMC-401[T]									
			Part A							
Year	2nd	Semester	4th	Credits	L	т	Ρ	С		
Tear	Zhu Semester	401	Credits	4	0	0	4			
Course Type	Theory only	Theory only								
Course Category	Discipline Specific B	Discipline Specific Elective								
Pre-Requisite/s	Students should be	Students should be familiar with various aspect and new provision of Income Tax. Co-Requisite/s								
Course Outcomes & Bloom's Level	CO2- Students will CO3- Students will business and profe CO4- Students will benefits of various of	be able to explain the basic principl be able to compute the residential s ssion, and execute the rules and pr be able to categorize Tax Evasion, deductions, set-offs, and carry-forw	status of assessee and incomes exem ovisions for deductions, set-off, and c Tax Avoidance, and Tax Planning and ards.(BL4-Analyze)	66 1(BL1-Remember) mpute the taxable income of an asessee pipted from tax, the income from salary, i arry-forward of losses in tax calculations examining the impact of different types in minimizing tax liabilities for individual:	for individuals of income on t	use prope and com he overall	tax compu	3-Appl		
	Skill Development	4 (th) oduction)				

	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 (Individual 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					

	Par	t 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	Marks External Evaluation Min. External Evaluation Internal Evaluation Min. Internal Eva		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%20on%20income%20tax%20planning%20in%20english&tbm=&source=sh/x/gs/m2/5#fpstate=ive&vid=cid:ba3095ee,vid:-QAJJBEQJk0,st:0

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	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
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BBA_Hons

Title of the Course	Project Management	roject Management									
Course Code	AMC-403[T]										
		F	Part A								
Year	Year 2nd Semester 4th		Credits	L 3	Т 0	P 0	C 3				
Course Type	Theory only										
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.										
Course Outcomes & Bloom's Level											
Coures Elements	Skill Development J Entrepreneurship J Employability J Professonal Ethics Gender X Human Values X Environment X		SDG (Goals)	SDG1(No poverty) SDG2(Zero hunger) SDG3(Good health and well-being) SDG4(Quality education) SDG5(Gender equality) SDG6(Clean water and sanitation) SDG7(Affordable and clean energy) SDG8(Decent work and economic growth) SDG9(Industry Innovation and Infrastructure SDG11(Sustainable cities and economies) SDG11(Sustainable cities and economies) SDG13(Climate action) SDG13(Life on land) SDG15(Peace Justice and strong institution SDG16(Peace Justice and strong institution SDG16(Peace from the goals)	re) ction)						

	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.	interactive lectures, case studies, experiential learning	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.	interactive lectures, case studies, experiential learning	9					
UNIT-3	Project Execution: PlanningCommunications, InformationDistribution, PerformanceReporting, Risk Identification and Analysis, Procurement Planning and Conduct.	interactive lectures, case studies, experiential learning	9					
UNIT-4	Project Monitoring and control: 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 Identification and Mitigation, Assessment and Evaluation.	interactive lectures, case studies, experiential learning	9					

	Par	t C		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Students will analyze several case studies of international development projects to identify key success factors. They will examine aspects such as project scope, stakeholder engagement, funding mechanisms, and cultural considerations.	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	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 Managerial Process (8th ed.). McGraw Hill Education
Articles https://medium.com/@rickspair/the-benefits-of-ai-in-project-management-a-comprehensive-guide-472f5bb5686c	
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&list=PLLy_2iUCG87CBuNhvti0h6W54ZmqrSDMJ
Videos	https://medium.com/@rickspair/the-benefits-of-al-in-project-management-a-comprehensive-guide-472f5bb5686c

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	2	-	-	-	-	-	-	-	1	-
CO3	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-
CO4	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1
CO5	-	1	2	-	-	1	-	-	-	-	-	-	-	1	1
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BComHons

Title of the Course	An Introduction to Accounting										
Course Code	BCC-101[T]										
			Part A								
Year	1st	Semester	1st	Credits	L	т	Р	С			
Teal	150	Semester	150	Credits	4	0	0	4			
Course Type	Theory only	y only									
Course Category	Disciplinary Majo	Disciplinary Major									
Pre-Requisite/s	Basic understand	ling of business transactions & math is help	ful for financial accounting.	Co-Requisite/s							
Course Outcomes & Bloom's Level	CO1- Student will be able to define the fundamental accounting equation.(BL1-Remember) CO2- Student will be able to explain the difference between financial accounting and management accounting.(BL2-Understand) CO3- Student will be able to classify transactions into different categories.(BL3-Apply) CO4- Student will be able to analyze the impact of a specific transaction on the financial statements. (BL4-Analyze) CO5- Student will be able to evaluate the underlying assumptions of different accounting methods.(BL5-Evaluate)										
Coures Elements	Skill Development ✓ Entrepreneurship × Employability ✓ Professional Ethics × Gender × Human Values ✓ Environment ×		SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG11(Sustainable cities and economies)							

	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.Functions, advantages and limitations of accounting.Branches of accounting. Bases of accounting: cash basis and accrual basis. Introduction to GAAP and IFRS The nature of financial accounting principles-basic concepts and conventions: entity, money measurement, going concern, cost, realization, accruals, periodicity, consistency, prudence(conservatism), materiality and full disclosures.14 Financial accounting standards: concept, benefits, procedure for issuing accounting standards in India. Salient features of Accounting Standard (AS): 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 change of method. Salient features of accounting standard (AS-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						

	Part 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					

	Part D(Marks Distribution)								
	Theory								
Total Marks	I Marks Minimum Passing Marks External Evaluation Min. External Eva		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 Gupta, R. L., & Radha Swami, M. (2014). Financial Accounting. Sultan Chand and Sons.						
Articles Yu, G. (2011). Bridging the GAAPs (Product No. 11114). 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%20accounting&tbm=&source=sh/x/gs/m2/5#fpstate=ive&vld=cid:c903a18a,vid:Rpa_UAcileU,st:0						

							Cours	e Articulatio	on Matrix						
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BComHons

Title of the Course	Higher Accounting									
Course Code	BCC-201[T]									
		Pa	rt A							
Year	1st	Semester	2nd	Credits	L	Т	Р	С		
i cui	150	Concester	210	oreans	4	0	0	4		
Course Type	Theory only	ry only								
Course Category	Discipline Core	scipline Core								
Pre-Requisite/s	Students should be	familiar with various aspect of Higher Accountin	ıg.	Co-Requisite/s						
Course Outcomes & Bloom's Level	CO2- Differentiate a CO3- Identify and a CO4- Apply account	a comprehensive understanding of advanced ar and explain various accounting standards for spo- nalyze the accounting treatment for complex bu ting standards to prepare and interpret financial cial ratios and evaluate the financial performanc	ecific financial statement elements (e.g., investigation in the statements of complex business entities. (BL3-Apply statements of complex business entities. (BL3-Apply statements)	entories, intangible assets, leases). (BL2-Und) SL4-Analyze)	iemb Iersta	er) and)				
Skill Development ✓ Entrepreneurship × Employability ✓ Professsonal Ethics × Gender × Human Values × Environment ×		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, Retirement 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 C

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

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		

	FaitE				
Books Financial Accounting By V. Rajasekaran & R. Lalitha (Pearson) Higher Accounting By S.M. Shukla (SBPD)					
Articles Byrne, M., & Flood, B. (2005). A study of accounting students' motives, expectations and preparedness for higher education. Journal of further and Higher Education, 29(2),					
References Books	nancial Accounting By S.N. & S.K. Maheswari "Vikas Publication" Financial Accounting by Hanif and Mukherjee (Tata McGraw-Hill)				
MOOC Courses					
Videos	https://www.youtube.com/watch?vs_FQEkuJAldM&iist=PL_QDONQLMuynXaLMUYVIgSFeo8SYIF3XP				

							Course	e Articulatio	on Matrix						
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BComHons

Title of the Course	Financial Managem	Financial Management-I								
Course Code	BCC-402[T]	BCC-402[T]								
	Part A									
Year	2nd	Semester	4th	Credits	L	т	Р	С		
Tear	2110	Semester	401	Credits	4	0	0	4		
Course Type	Theory only	Theory only								
Course Category	Disciplinary Major	Disciplinary Major								
Pre-Requisite/s	The Students must	t comprehend the nature of financial m	anagement.	Co-Requisite/s						
Course Outcomes & Bloom's Level	Remember) CO2- Student will t CO3- Student will t CO4- Student will t	be able to calculate the time value of m be able to evaluate the risk-return trade be able to analyze financial statements	noney using techniques like Net Prese e-off associated with different investm s (Income Statement, Balance Sheet,	ey, risk and return, capital budgeting, and wor ent Value (NPV) and Internal Rate of Return (I rent options. (BL3-Apply) Cash Flow Statement) to assess a company's n a company's cost of capital. (BL5-Evaluate)	RR). (BL2	-Understa	and)			
Coures Elements	Skill Development Entrepreneurship > Employability ✓ Professsonal Ethic Gender X Human Values X Environment X	×	SDG (Goals)	SDG4(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 & Return: Historical return, expected return, absolute return, holding period return, annualized return, arithmetic & geometric return; Risk - Systematic & unsystematic risk – their sources and measures; Measures of total 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 spreadsheets, 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

Part C

	Fai	10		
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	·				
Total 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	Mimick, 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_mg66/preview A						
Videos	https://www.google.com/gasearch? q=videos%20on%20financial%20management%20in%20english&tbm=&source=sh/x/gs/m2/5#fpstate=ive&vld=cid:1093dc3e,vid:WNm_ez1h7Tc,st:0						

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BComHons

-										
Title of the Course										
Course Code	BCC-501[T]									
		Part	t A							
No	0-4	2	5 4	Credits		Т	Р	С		
Year	3rd	Semester	5th			0	0	3		
Course Type	Theory only	Theory only								
Course Category	Disciplinary Major									
Pre-Requisite/s	The Students should have a foundational understanding of capital structures, dividend policy decisions, leverage analysis, working capital management, and financial markets.									
Course Outcomes & Bloom's Level	market(BL1-Remem CO2- Students will be dividends based on V CO3- Students will be the determination of i CO4- Students will be (MM) approach, and	e able to remember financial instruments (both o ber) e able to understand ividend policy decisions, in Walter's model and Gordon's model(BL2-Under e able to apply working capital management tec the financing mix for working capital. (BL3-Appi e able to analyze various theories and approact Traditional approach.(BL4-Analyze) e able to evaluate financial markets, including p	Including the irrelevance of dividends accord stand) hniques, such as cash budgeting, receivabl y) nes to capital structure, including the Net Inc	ing to the Modigliani-Miller hypothesis and the les management, credit policy, inventory mana come approach, Net Operating Income approa	releva agemei ach, Mo	nce o nt (bri	efly), a			
Coures Elements	Skill Development ✓ Entrepreneurship X Employability ✓ Professsonal Ethics : Gender X Human Values X Environment X	reneurship X yability ✓ ssonal Ethics X r X h Values X SDG (Goals) SDG (Goals) SDG 4(Quality education) SDG 4(Quality education) SDG 8(Decent work and economic gro SDG 10(Reduced inequalities)								

	Part B							
Modules	Contents	Pedagogy	Hours					
1	Capital Structures: Approaches to Capital Structure Theories - Net Income approach, Net Operating Income approach, Modigliani-Miller (MM) approach, Traditional approach	interactive lectures/ case studies/ experiential learning	9					
2	Dividend Policy Decision - Dividend and Capital; The irrelevance of dividends: General, MM hypothesis; Relevance of dividends: Walter's model, Gordon's model;	interactive lectures/ case studies/ experiential learning	9					
3	Leverage Analysis: Operating and Financial Leverage; EBIT -EPS analysis; Combined leverage	interactive lectures/ case studies/ experiential learning	9					
4	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 Ageing Analysis; Costs - Collection Cost, Capital Cost, Default Cost, Delinquency Cost, Inventory Management (Very Briefly) - ABC Analysis; Minimum Level; Maximum Level; Reorder Level; Safety Stock; EOQ (Basic Model), Determination of Working Capital. Determining Financing Mix of Working Capital.	interactive lectures/ case studies/ experiential learning	9					
5	Financial Markets: overview, types-primary and secondary, money market and capital market, regulators, financial instruments-domestic and internationals (ADR/GDR; Euro issues and foreign Bonds), Private placements, Indian Financial Market and its integration with Global financial market	interactive lectures/ case studies/ experiential learning	9					

		Par	t C		
	Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
3		Financial Analysis and Investment Strategy for a Startup Company	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	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_mg66/preview A						
Videos	https://www.google.com/gasearch? q=videos%20on%20financial%20management%20in%20english&tbm=&source=sh/x/gs/m2/5#fpstate=ive&vld=cid:1093dc3e,vid:WNm_ez1h7Tc,st:0						

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BComHons

		BCOIIII						
Title of the Course	Income Tax law & Practice	ə -l				-		
Course Code	BCC-502[T]						-	
	Ŀ	Part /	Ą					
Year	3rd	Semester	5th	Credits	L 3		P C 0 3	
Course Type	Theory only				11	I		
Course Category	Disciplinary Major							
Pre-Requisite/s	sources of income such a	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.						
Course Outcomes & Bloom's Level	CO2- Students will be abl CO3- Students will be abl CO4- Students will be abl	e to define key income tax terms (BL1-Rem e to explain the basic principles of income ta e to apply tax laws and regulations to calcule e to analyze the impact of different tax dedu e to evaluate the potential tax consequences	xation.(BL2-Understand) ate taxable income for various scenarios.(BL ctions and credits on tax liability.(BL4-Analy)	3-Apply) ze)				
Coures Elements	Skill Development ✓ Entrepreneurship X Employability ✓ Professsonal 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	Hours				
1	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 C	

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

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

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/gs/m2/5#fpstate=ive&vld=cid:ba3095ee,vid:- QAJJBEQJK0,st:0

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BComHons

			Beominons							
Title of the Course	Auditing									
Course Code	BCC-503[T]									
	i		Part A							
Year	Retring BCC-503[T] Part A Credits L T The Students should have a basic understanding of auditing. Co-Requisite/s The Students should have a basic understanding of auditing. Co-Requisite/s CO1- Students will be able to remember the concept, goals, significance, and various forms of auditing, developing a grasp of its foundational principles and functions organizations. (BL1-Remember) CO2- Students will be able to understand the audit process, encompassing internal control mechanisms, internal checks, and the role of internal audit (BL2-Understa CO3- Students will be able to analyze audits of public companies, covering aspects like the selection and appointment of auditors, their authorities, responsibilities, ant liabilities. (BL3-Apaly2e) Still Development SDG4(Quality education) SDG3(Concert work and economic growth)	С								
Tear	310	Semester	501	Credits	3	0	0	3		
Course Type	Theory only	Theory only								
Course Category	Disciplinary Maj	or								
Pre-Requisite/s	The Students sl	nould have a basic understanding of	auditing.	Co-Requisite/s						
Course Outcomes & Bloom's Level	organizations.(E CO2- Students CO3- Students accuracy and tr CO4- Students liabilities.(BL4-/ CO5- Students	SL1-Remember) will be able to understand the audit i will be able to apply the knowledge us ustworthiness in financial reporting (will be able to analyze audits of pub Analyze) will be able to evaluate audits of put	process, encompassing internal c about audit procedures, such as r BL3-Apply) lic companies, covering aspects l	ontrol mechanisms, internal checks, and the r outine checks, vouching, and assessing the v ike the selection and appointment of auditors,	role of interna alue of asse their authori	al audit (BL ts and liabil ities, respor	.2-Understan ities, crucial f nsibilities, and	nd) for ensuring d potential		
Coures Elements	Entrepreneursh Employability √ Professsonal El Gender ★ Human Values	ip X hics √	SDG (Goals)	SDG5(Gender equality) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG11(Sustainable cities and economies) SDG12(Responsible consuption and produ						

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

	Par	tC		
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

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	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	Auditing, 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%20on%20auditing%20in%20english&source=sh/x/gs/m2/5#fpstate=ive&vid=cid:a982e8ab,vid:27gabbJQZqc,st:0									

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BComHons

Title of the Course	Accounting for Managers									
		lagers								
Course Code	BCC-601[T]									
			Part A							
Year	3rd	Semester	6th	Credits	L	Т	Р	С		
Tear	310	Semester	our	Credits	3	0	0	3		
Course Type	Theory only	heory only								
Course Category	Disciplinary Major	isciplinary Major								
Pre-Requisite/s	The Students mus	t understand the basics of accounting and	its managerial implications.	Co-Requisite/s						
Course Outcomes & Bloom's Level	C01- The students will analyze the evolution, meaning, objectives, nature, and scope of management accounting, understanding its functions, techniques, and limitations. (BL1- Remember) C02- The students would demonstrate proficiency in understanding the meaning, objectives, and limitations of funds flow statements and cash flow statements, along with the accounting procedures involved in preparing them. (BL2-Understand) C03- 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) C04- The students will analyze the concept of standard costing, including its meaning, advantages, limitations, and applications. (BL4-Analyze) C05- The students will evaluate the forms, uses, importance, and limitations of financial statements, as well as approaches and tools of financial statement analysis, including ratio analysis. (BL5-Evaluate)									
Coures Elements	Skill Development Entrepreneurship J Employability ✓ Professsonal Ethic Gender X Human Values X Environment X	×	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth)						

Par	t	В

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 tools of analysis.Ratio analysis:meaning.objectives,limitations;and types of ratios.	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 C										
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							

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	Accounting For Managers-By Dr Sakshi Vasudeva.									
Articles	Palepu, 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/gs/m2/5#fpstate=ive&vld=cid:ff03d512,vid:mPbUYaoWa5I,st:0									

COs	P01	PO2	PO3	PO4	PO5	PO6	P07	PO8	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
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BComHons

Title of the Course	Income Tax Law & P	Practice-II										
Course Code	BCC-602[T]	3CC-602[T]										
			Part A									
Year	3rd	Semester	6th	Credits	L	т	Р	С				
Tear	310	Semester	001	Credits	4	0	0	4				
Course Type	Theory only	sory only										
Course Category	Disciplinary Major	- Disciplinary Major										
Pre-Requisite/s	The Students should	d have a basic understanding of incom	e tax concepts.	Co-Requisite/s								
Course Outcomes & Bloom's Level	CO2- Students will b CO3- Students will b CO4- Students will b management.(BL4-J	be able to understand concepts of rebails be able to apply calculations to determ be able to analyze the roles and power Analyze) be able to evaluate tax planning appro-	ate and tax relief and be able to compu- ine tax liability and complete income t is of income tax authorities, as well as	e the total income of individuals. (BL1-Reme te the total income of individuals (BL2-Und ar tetums for individuals. (BL3-Apply) the assessment procedure, to grasp the ad ons to determine tax liability and accurately of	erstand) ministrativ							
Coures Elements	Skill Development ✓ Entrepreneurship × Employability ✓ Professsonal Ethics Gender × Human Values × Environment ×		SDG (Goals)	SDG3(Good health and well-being) SDG4(Quality education) SDG8(Decent 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						

Part C	

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Tax Planning Strategies for Individuals and Businesses	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	Systematic Approach to Taxation 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. Malhrotra Publisher: SBPD
MOOC Courses	
Videos	https://www.google.com/gasearch? q=videos%20on%20income%20tax%20law%20and%20administration%20of%20india%20in%20english&source=sh/x/gs/m2/5#fpstate=ive&vld=cid:cd249ee1,vid:wEBvTjYQ4hE,st:0&vuanr=8

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	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	Corporate Tax											
Course Code	BCC-603[T]	CC-603[T]											
			Part A										
			L	т	Р	С							
Year	3rd	Semester	6th	Credits	4	0	0	4					
Course Type	Theory only		-										
Course Category	Discipline Elective	'S											
Pre-Requisite/s	A basic understan	ding of taxation as a concept is o	desirable.	Co-Requisite/s									
Course Outcomes & Bloom's Level	CO2- Students will CO3- Students will CO4- Students will CO5- Students will	Il be able to explain the impact o Il be able to identify tax-saving o Il be able to evaluate the potentia Il be able to recommend the mos	f different corporate structures on pportunities based on a company's al tax consequences of various bus st tax-efficient strategy for a given l	financial statements and business activities	cal implica	tions.(BL5-E		ate)					
Course Elements Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professsonal Ethics × Gender × Human Values × Environment × SDG (Goals) SDG1(No poverty) SDG4(Quality education) SDG3(Decent work and economic growth) SDG3(Decent work and economic growth) SDG10(Reduced inequalities) SDG10(Reduced inequalities) 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

	Parl	t 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 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). Corporate tax-planning effectiveness: The role of compensation-based incentives. The Accounting Review, 78(3), 847-874. Cooper, M., & Nguyen, Q. T. (2020). Multinational enterprises and corporate tax planning: A review of literature and suggestions for a future research agenda. International Business Review, 29(3), 101692.
References Books	Gupta, R. (2020). Corporate Tax Planning (8th ed.). McGraw-Hill Education.
MOOC Courses	https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/329
Videos	https://www.youtube.com/watch?v=M6L-nBdJ-d4&pp=ygUTY29ycG9yYXRIFRheCByYXRlcw%3D%3D

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BBA_Hons

Title of the Course	Econometrics										
Course Code	BMC- 701[T]	MC- 701[T]									
			Part A								
Year	4th	Semester	Zth	Credite	L	Т	Р	с			
Tear	401	Semester									
Course Type	Theory only		I	I				_			
Course Category	Disciplinary Majo	or									
Pre-Requisite/s	Students should	possess basic knowledge of mathemat	ics, statistics and economics.	Co-Requisite/s Students should have analytical skills							
Course Outcomes & Bloom's Level	CO2- Understan CO3- Apply soft CO4- Analyze he	r key terms such as econometrics, regr d the basic statistical concepts and thei ware to perform econometric analyses(letroscedasticity, autocorrelation, and n uppropriate regression models based or	r applications in econometrics. (BL2- BL3-Apply) nulticollinearity in regression models.	Understand) (BL4-Analyze)							
Coures Elements	Skill Development J Entrepreneurship X Entrepreneurship X Employability J Professsonal Ethics X SDG (Goals) Gender X Human Values X Environment X										

		Part B	
Modules	Contents	Pedagogy	Hours
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. Automated model selection using AI.	Interactive Lectures, Case Studies, Experiential Learning	9

	Part C								
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				

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., & Watson, M. W. (2015). Introduction to Econometrics (Third edition). Pearson
MOOC Courses	Econometrics - Offered by: Indian Institute of Technology Kharagpur SWAYAM - Econometrics](https://swayam.gov.in/nd1_noc20_hs40/preview Introduction to Econometrics - Offered by: Indian Institute of Technology Madras SWAYAM - Introduction to Econometrics](https://swayam.gov.in/nd2_ugc20_hs23/preview
Videos	NPTEL - Econometrics](https://nptel.ac.in/courses/112/105/112105129/

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	2	-	1	-	-	-	-	-	-	-	-	2	1	-
CO3	1	1	-	2	-	-	-	-	-	-	-	-	1	-	1
CO4	2	1	-	1	-	-	-	-	-	-	-	-	1	-	-
CO5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BBA_Hons

Title of the Course	Business for Susta	ainable Development						
Course Code	BMC- 702[T]							
			Part A					
Year	4th	L	Т	Ρ	С			
Teal	401	Semester	7th	Credits	3	0	0	3
Course Type	Theory only							
Course Category	Disciplinary Major	•						
Pre-Requisite/s		The students need to have a basic knowledge of business principles, sustainability concepts, and environmental issues in an economic context.						knowledg
Course Outcomes & Bloom's Level	CO2- Students wil CO3- Students wil CO4- Students wil	III be able to Explain how sustainable built III be able to Critically evaluate business III be able to Design solutions for improvi	siness development apply to manage cases in view of sustainability(BL3-A ing sustainability strategies in compar	pply)		valuate)		
				SDG1(No poverty) SDG2(Zero hunger) SDG3(Good health and well-being) SDG4(Quality education)				

	I	Part B	
Modules	Contents	Pedagogy	Hours
1	Introduction to Sustainable Development and SDGs	Interactive Lectures, Case Studies, Experiential Learning	9
2	Corporate Strategy and Sustainable Business Practices	Interactive Lectures, Case Studies, Experiential Learning	9
3	Sustainable Economic Growth and Trade Economic Growth and its Implications Trade as an Engine of Growth Sustainable Trade and Opportunities	Interactive Lectures, Case Studies, Experiential Learning	9
4	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	9
5	Innovative Approaches to Sustainability Industrial Symbiosis Sustainable Development: Case Studies and Best Practices	Interactive Lectures, Case Studies, Experiential Learning	9

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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									
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	Sharma, R. R. (2021). Handbook of Sustainable Development: Strategies for Organizational Sustainability. Business Expert Press.
MOOC Courses	
Videos	https://onlinecourses.pptel.ac.in/noc21 mg94/preview

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	-	-	-	-	-	-	-	-	-	1	-
CO3	1	1	-	2	-	-	-	-	-	-	-	-	1	-	1
CO4	2	1	-	1	-	-	-	-	-	-	-	-	1	-	-
CO5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BComHons

Title of the Course	Cost Accounting	J									
Course Code	BMC-302[T]	→302[T]									
	Part A										
Year	Orest	0	0-4	Credits	L	Т	Р	С			
Year	2nd	Semester	3rd	Credits	4	0	0	4			
Course Type	Theory only	eory only									
Course Category	Disciplinary Ma	isciplinary Major									
Pre-Requisite/s	The Students n	eed a foundational understanding c	of cost.	Co-Requisite/s							
Course Outcomes & Bloom's Level	C01- Students will be able to define key cost accounting.(BL1-Remember) C02- Students will be able to explain the purposes and benefits of cost accounting for businesses.(BL2-Understand) C03- Students will be able to apply cost information for cost ascertainment, planning, control and decision making.(BL3-Apply) C04- Students will be able to analyze variances between actual and budgeted costs, identifying the causes and suggesting corrective actions.(BL4-Analyze) C05- Students will be able to evaluate the effectiveness of cost management systems in achieving organizational goals and objectives.(BL5-Evaluate)										
Skill Development ✓ Entrepreneurship × Employability ✓ Professsonal Ethics × Gender × Human Values × Environment ×			SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG12(Responsible consuption and produc	tion)						

		Part B	
Modules	Contents	Pedagogy	Hours
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

	Par	t C		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
2	Cost Control and Management Strategies for Business Operations	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			

Books	Monga, J. R. (2021). Fundamentals of Corporate Accounting (Text and Assignments). Mayur Publications.				
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/x/gs/m2/5#fpstate=ive&vId=cid:64c8b679,vid:XIpb3KDcDC0,st:0				

							Cours	e Articulatio	on Matrix						
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	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
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BBA_Hons

Title of the Course	Legal Aspect of Bu	isiness -II									
Course Code	BMC-303[T]	MC-303[T]									
			Part A								
Year	2nd	Semester	3rd	Credits	L	т	Р	С			
Tear	2110	Semester	310	Credits	3	0	0	3			
Course Type	Theory only	Theory only									
Course Category	Discipline Core										
Pre-Requisite/s	The students shou	uld be familiar with the basics of Com	ipany Law	Co-Requisite/s							
Course Outcomes & Bloom's Level	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 a able to understand the roles and responsibilities of company directors, shareholders, and other key stakeholders. (BL2-Understand) 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 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 legal issues arising from company operations, mergers, acquisitions, and winding up procedures.(BL4-Analyze) C05- Students will be able to Avaluate the impact of legal decisions and amendments in Company Law on business practices and corporate governance.(BL5-Evaluate)										
Coures Elements	Skill Development Entrepreneurship Employability ✓ Professsonal Ethic Gender X Human Values ✓ Environment ✓	×	SDG (Goals)	SDG8(Decent work and economic growth) SDG9(Industry Innovation and Infrastructur SDG16(Peace Justice and strong institution							

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

		Part C							
	Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours				
ſ	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				

	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 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 Bhattacharyya, 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=gL2Ld7RfyDA							

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BBA_Hons

Title of the Course	Banking Law an	nd Practice							
Course Code	BMC-601 [T]								
			Part A						
Year	3rd	Semester	6th	Credits	L	Т	Р	С	
rear	3rd	Semester	ชท	Credits	3	0	0	3	
Course Type	Theory only	Theory only							
Course Category	Discipline Core	Discipline Core							
Pre-Requisite/s	Students should	d be familiars with basic terms of	law.	Co-Requisite/s	Co-Requisite/s				
Course Outcomes & Bloom's Level	CO2- Students CO3- Students CO4- Students	C01- Students will be able to understanding of the framework of regulation of banking in India(BL1-Remember) C02- Students will be able to explain the legal regulations governing banking operations, including banking laws, regulations, and policies.(BL2-Understand) C03- Students will be able to apply banking laws and regulations to analyze and solve practical banking scenarios and case studies.(BL3-Apply) C04- Students will be able to analyze the impact of changes in banking laws and regulations on banking practices and industry trends.(BL4-Analyze) C05- Students will be able to evaluate the level of compliance with banking laws and regulations in banking operations and financial transactions.(BL5-Evaluate)							
Coures Elements	Skill Developme Entrepreneursh Employability ✓ Professsonal E Gender × Human Values Environment ×	hip ✓ ′ thics X ✓	SDG (Goals)	SDG8(Decent work and economic growth) SDG12(Responsible consuption and produ	ction)				

	F	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, loans 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 secrecy 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

Part 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	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	

COs	PO1	PO2	PO3	PO4	PO5	PO6	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	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BBA_Hons

Title of the Course	Insurance Manageme	ent							
Course Code	BMC-602 [T]	BMC-602 [T]							
			Part A						
Year	3rd	Semester	6th	Credits	L	т	Р	С	
rear	Sid Sellester	un	Credits	3	0	0	3		
Course Type	Theory only	Theory only							
Course Category	Discipline Core	Discipline Core							
Pre-Requisite/s	A basic idea of insura	ance as a risk management tool is	desirable.	Co-Requisite/s					
Course Outcomes	C01- Students will be able to Explain fundamental concepts of insurance; Communicate insurance concepts effectively.(BL1-Remember) C02- Students will be able to explain the fundamental concepts and principles of insurance, including risk pooling, indemnity, insurable interest, and utmost good faith.(BL2- Understand) C03- Students will be able to apply risk management techniques to assess, mitigate, and transfer risks through insurance solutions.(BL3-Apply) C04- Students will be able to analyze various types of insurance products and services offered in the market, including life insurance, property insurance, health insurance, and liability insurance.(BL4-Analyze) C05- Students will be able to evaluate insurance contracts, policy provisions, and legal regulations governing insurance operations.(BL5-Evaluate)								
& Bloom's Level	CO4- Students will be liability insurance.(BL	e able to analyze various types of i L 4-Analyze)	insurance products and services offe	red in the market, including life insurance	e, property insu		ealth insura	ice, an	

	F	Part B	
Modules	Contents	Pedagogy	Hours
UNIT-1	Nature of Insurance: Origin and Development of insurance, Essential elements necessary for insurance, Scope of insurance, Nature of insurance, Functions of insurance, Importance of insurance and Types of insurance.	interactive lectures, case studies, experiential learning	9
UNIT-2	Organization of Insurance: Organization of insurance, Insurance organization in India, Role of insurance, Risk management and insurance.	interactive lectures, case studies, experiential learning	9
UNIT-3	Insurance Contract: Meaning of insurance contract, Principles of insurance contract, over insurance and under insurance, Difference between insurance contract and general contract, Difference between contract of indemnity and life insurance contract.	interactive lectures, case studies, experiential learning	9
UNIT-4	Insurance Legislation in India: A brief history of insurance legislation in India, The Insurance act, 1938 with important provisions, Indian insurance industry and Insurance in India. Product – Traditional and ULIP Cost Structure of life insurance policies, calculation of unit for ULIP Policies	interactive lectures, case studies, experiential learning	9
UNIT-5	Insurance regulatory and development authority act, 1995 and Insurance regulatory, development authority regulations, 2000 and 2002 regarding amended provisions.		9

		Par	t C		
Modu	ules	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, exclusions, and pricing to help consumers make informed decisions.	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	

							Cours	e Articulatio	on Matrix						
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BBA_Hons

Title of the Course	Multivariate A	Multivariate Analysis									
Course Code	BMC-801 [T]	IC-801 [T]									
	•		Part A								
Year	4th	Semester	8th	Credits	L	Т	Р	С			
Tear	401	Semester	001	Creuits	3	0	0	3			
Course Type	Theory only	Theory only									
Course Category	Disciplinary Major										
Pre-Requisite/s	Students sho	ould possess knowledge of stati	istics and mathematics	Co-Requisite/s	Students sho	ould possess and	alytical and decis	ion making			
Course Outcomes & Bloom's Level	C01- Remember the definition and scope of multivariate analysis (BL1-Remember) C02- Understand the purpose and process of Principal Component Analysis (PCA) (BL2-Understand) C03- Apply Multivariate Analysis of Variance (MANOVA) to test differences across groups. (BL3-Apply) C04- Analyze the fit and adequacy of Structural Equation Models (SEM). (BL4-Analyze) C05- Evaluate the methodology and findings of multivariate analyses in business research. (BL5-Evaluate)										
Skill Development ✓ Entrepreneurship × Employability ✓ Professsonal 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, Cluster 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

	Par	t 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		

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](https://archive.nptel.ac.in/courses/110/104/110104045/

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	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
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BBA_Hons

Title of the Course	Income Tax and Pla	Income Tax and Planning								
Course Code	BMEC-601 FM [T]	BMEC-601 FM [T]								
	Part A									
Year	3rd	Semester	6th	Credits	L	Т	Р	С		
rear	310	Semester	om	Cieuta	4	0	0	4		
Course Type	Theory only	Theory only								
Course Category	Discipline Specific	Discipline Specific Elective								
Pre-Requisite/s	Students should be	e familiar with various aspect and new	provision of Income Tax.	Co-Requisite/s						
Course Outcomes & Bloom's Level	CO2- Students will CO3- Students will business and profe CO4- Students will benefits of various	I be able to compute the residential stression, and execute the rules and prov I be able to categorize Tax Evasion, Ta deductions, set-offs, and carry-forward	s underlying the Income Tax Act Con atus of assessee and incomes exem visions for deductions, set-off, and ca ax Avoidance, and Tax Planning and ds.(BL4-Analyze)	61(BL1-Remember) pute the taxable income of an asessee.(B peted from tax, the income from salary, inco irry-forward of losses in tax calculations for examining the impact of different types of i n minimizing tax liabilities for individuals an	ne from hou individuals a icome on th	se proper and comp e overall t	anies.(BL3 ax computa	-Apply)		
Coures Elements	Skill Development ✓ SDG1(No poverty) Entrepreneurship × SDG3(God health and well-being) Employability ✓ SDG4(Quality education) Professsonal Ethics ✓ SDG (Goals) Gender × SDG1(No poverty) Human Values × SDG3(God health and economic growth) Environment × SDG1(Ne poverty)									

	Par	tB	
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 (Individual 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

		Par	t 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							
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%20on%20income%20tax%20planning%20in%20english&tbm=&source=sh/x/gs/m2/5#fpstate=ive&vld=cid:ba3095ee,vid:-QAJJBEQJk0,st:0

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



BBA_Hons

Title o	of the Course	International Huma	an Resource management						
Co	urse Code	BMEC-601 HR[T]							
				Part A					
	Year	3rd	Semester	6th	Credits	L 4	Т 0	P 0	C 4
Co	ourse Type	Theory only							
Cour	se Category	Discipline Specific	line Specific Elective						
Pre-	Requisite/s	Students should c reference.	Students should come prepared with information and the subject related material provided for reference. Co-Requisite/s						
	se Outcomes oom's Level	CO3- Students wil (BL3-Apply) CO4- Students wil	I be able to apply international HRM strate	egies and practices to address challenge narios to evaluate the effectiveness of ir	rs, considering cultural, legal, and economic c es related to staffing, training, and employee i nternational HRM approaches in diverse cultu erformance, employee satisfaction, and cross	relations	in globa exts. (BL	l organiza	itions
Coures Elements		Skill Development Entrepreneurship Employability ✓ Professsonal Ethio Gender ×	×	SDG2(Zero hunger) SDG3(Good health and well-being) SDG4(Quality education) SDG5(Gender equality) SDG9(Decent work and economic growth) SDG10(Reduced inequalities) SDG12(Responsible consuption and production) SDG12(Responsible for the goals)					
		Human Values X Environment X			SDG10(Reduced inequalities) SDG12(Responsible consuption and produ	ction)			
				Part B	SDG10(Reduced inequalities) SDG12(Responsible consuption and produ	ction)			
Modules		Environment X	tents	Part B	SDG10(Reduced inequalities) SDG12(Responsible consuption and produ	iction)			Hour

1	Introduction: International Human Resource Management: Managing people in an international context. Hofstede's Approach, Linking HR to international expansion strategies; Recruitment and selection of international managers, concept, criteria for recruitment and selection, sources, advantages and disadvantages of employing PCNs, TCNs, HCNs; Comparative HRM: Flexibility and work life balance.	interactive lectures and case studies	12				
2	Managing diversity in International working: Diversity Management programme, International training and management development: Emerging trends in training for competitive advantage: Cross Cultural training.	Interactive Lectures Case Studies Experiential Learning	12				
3	Factors associates with individual performance and appraisal; Criteria used for performance. Appraisal of international employees; Performance Mgt. for International employees; Creating High performance work system: Fundamentals, implementation (Balance Score Card) and outcomes; International Compensation: Objectives, components and approaches, going rate approach, Balance Sheet Approach.	Interactive Lectures Case Studies Experiential Learning	12				
4	Repatriation: Process, challenges, designing a repatriation programme; Managing expatriates and causes of expatriate failure;	interactive lectures and case studies	12				
5	International Industrial Relations; Labour Unions & International Labour Relations; The response of labour unions to multinationals.	interactive lectures and case studies	12				
	Part C						

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours	ĺ
2	Managing Cross-Cultural Teams in a Global Organization	PBL	BL3-Apply	15	ĺ

	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	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 Cieri, 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&vld=cid:e77bf822,vid:bxkgpfh58rU,st:0

	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	-	1	1	-	-	-	-	-	-	-	-	-	1	1
CO3	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-
CO4	-	2	3	1	-	-	-	-	-	-	-	-	-	1	1
CO5	-	1	1	3	-	-	-	-	-	-	-	-	1	2	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BBA_Hons

Title of the Course	Retail Manageme	nt								
Course Code	BMEC-601 MM[T]									
	•		Part A							
Year	3rd	Semester	6th	Credits	L	т	Р	С		
Tear	310	Semester	oui	Credits	4	0	0	4		
Course Type	Theory only	y only								
Course Category	Discipline Specifi	ipline Specific Elective								
Pre-Requisite/s	The students sho	uld come prepared with provided handouts	s and subject matter.	Co-Requisite/s						
Course Outcomes & Bloom's Level	CO2- Students w CO3- Students w CO4- Students w	ill be able to explain the functions and proc ill be able to apply retail management tech	esses involved in retail management, i niques to analyze market trends, devel competitor strategies, and market dynar	erchandising strategies and customer service including inventory control and store layout de lop pricing strategies, and manage retail opera mics to identify opportunities for retail growth a	sign.(BL ations eff	2-Unders ectively.(I	stand) BL3-App	ly)		
Skill Development X Entrepreneurship X Employability J Coures Elements Professsonal 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		
Modules	Contents	Pedagogy	Hours
1	Introduction to retailing Definition, Characteristics, Evolution of Retailing in India, Retailing in India, Emerging Trends in Retailing, Factors Behind the change of Indian Retail Industry.	interactive lectures and case studies	12
2	Retail Formats Retail Sales by ownership, On the basis of Merchandise offered non- store Based retail mix & Non traditional selling.	interactive lectures and case studies	12
3	Store Planning, Design & Layout; STORE PLANNING: Location Planning and its importance, Store design and the retailing image mix, Effective Retail Space Management, Floor Space Management	interactive lectures and case studies	12
4	Retail Marketing Advertising & Sales Promotion, Retail Mktg. Strategies, Store Positionin g, Retail Marketing. Mix, CRM, Advertising in Retailing, Types of Retail Sales Promotion.	interactive lectures and case studies	12
5	Retail Merchandising Buying function, Markups & Markdown in merchandise management, shrinkage in Retail merchandise management.	interactive lectures and case studies	12

Part C

	14			
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Revitalizing Retail Operations through Omnichannel Integration	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	K.V.S.Madaan, Fundamentals of Retailing, Tata McGraw-Hill Education, 2009 • Pradhan, Retailing Management: Text and Cases, Tata McGraw-Hill Education, 2009		
Articles	Vaja, M. B. R. (2015). Retail management. International Journal of Research and Analytics Reviews, 2(1), 22-2		
References Books Berman, B., & Evans, J. R. (2020). Retail Management: A Strategic Approach (14th ed.). Pearson			
MOOC Courses	https://www.coursera.org/learn/channel-management		
Videos	https://www.google.com/gasearch?q=videos%20on%20retail%20management%20in%20english&tbm=&source=sh/x/gs/m2/5#fpstate=ive&vid=cid:3e9c4ddb,vid:5iRDd-f1nmg,st:0		

							Cours	e Articulatio	on 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	-	-	-	-	-	-	-	-	2	-	1
CO3	2	-	-	1	-	-	-	-	-	-	-	-	-	2	1
CO4	-	2	3	1	-	-	-	-	-	-	-	-	-	1	1
CO5	-	-	-	-	-	-	-	-	-	-	-	-	3	1	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BBA_Hons

Title of the Course	Indian Financial S	ndian Financial System								
Course Code	BMEC-602 FM[T]	3MEC-602 FM[T]								
	Part A									
Year	3rd	Semester	6th	Credits	L	Т	Р	С		
Tear	310	Siù Sellester	our		4	0	0	4		
Course Type	Theory only	Theory only								
Course Category	Discipline Specifi	Discipline Specific Elective								
Pre-Requisite/s	Students should	be familiar with financial manage	ment.	Co-Requisite/s						
Course Outcomes & Bloom's Level	CO2- Students w CO3- Students w CO4- Students w	vill be able to explain the functions vill be able to apply knowledge of vill be able to assess the performa-	s and roles of various componen financial instruments in the India ance of financial institutions withi	nancial system. (BL1-Remember) ts in the Indian financial system, (BL2-Under n context to make investment decisions. (BL3 the Indian financial system. (BL4-Analyze) cies in ensuring financial stability.(BL5-Evalu	B-Apply)					
Coures Elements	Elements Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professsonal Ethics × Gender × Human Values × Environment ×		SDG (Goals)	SDG2(Zero hunger) SDG3(Good health and well-being) SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG12(Responsible consuption and production) SDG17(Partnerships for the goals)						

	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 Sell- 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, 1996 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							

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

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 Evaluat		

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%20english&tbm=&source=sh/x/gs/m2/5#fpstate=ive&vld=cid:3c5e5e9e,vid:pOYt5jHIQdE,st:0						

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	-	-	-	-	-	-	-	-	-	-	-	1	1	1
CO2	2-	2	1	1	-	-	-	-	-	-	-	-	-	2	1
203	2	-	-	1	-	-	-	-	-	-	-	-	2	3	-
CO4	-	2	3	1	-	-	-	-	-	-	-	-	-	2	1
205	-	1	3	-	-	-	-	-	-	-	-	-	1	1	1
206	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Part D(Marks Distribution)



BBA_Hons

Title of the Course	Human Resource	Planning and Development							
Course Code	BMEC-602 HR[T]								
			Part A						
Year	3rd	Semester	0#	Credits	L	Т	Р	С	
Year	3rd	Semester	6th	Credits	4	0	0	4	
Course Type	Theory only	ory only							
Course Category	Discipline Specifi	Discipline Specific Elective							
Pre-Requisite/s	The students sho	uld come prepared with provided handout	s and subject matter.	Co-Requisite/s					
Course Outcomes & Bloom's Level	C01- Students will be able to recall fundamental concepts and theories related to human resource planning and development. (BL1-Remember) C02- Students will be able to explain the importance of human resource planning and development in achieving organizational goals and objectives. (BL2-Understand) C03- Students will be able to apply human resource planning techniques to forecast staffing needs and identify development opportunities. (BL3-Apply) C04- Students will be able to analyze organizational needs and workforce demographics to design effective human resource development programs.(BL4-Analyze) C05- Students will be able to evaluate the effectiveness of human resource planning and development initiatives in enhancing employee performance and organizational effectiveness. (BL5-Evaluate)								
Skill Development ✓ Entrepreneurship × Employability ✓ Professsonal Ethics × Gender × Human Values × Environment ×		SDG (Goals)	SDC4(Quality education) SDC5(Gender equality) SDC8(Decent work and economic growth)						

	F	Part B	
Modules	Contents	Pedagogy	Hours
1	Introduction: Dimensions, Importance and Necessity of human resource planning, Strategies and Policies of HRP, Nature and Scope of HR plans, Classification of HR Plans and Human resources inventory. Human resource development in India.	interactive lectures and case studies	12
2	Job Analysis and Evaluation: Meaning, Objectives and Hierarchy of job analysis, Techniques of job analysis, Job evaluation and its techniques.	Interactive Lectures Case Studies Experiential Learning	12
3	Job Description and Specification: Meaning and Objectives of job description and Specification, Format for job description and Job specification, Techniques of job evaluation and employment stability.	interactive lectures and case studies	12
4	Human Resource Development: Meaning, Methods, Process and Outcomes of human resource development, Tasks of the HRD department, Designing a human resource development system, Suggestions to make HRD effective in Indian organizations	interactive lectures and case studies	12
5	Gender Diversity in the Indian Workplace, Gender Pay Gap in India, Career Development and Advancement Opportunities for Indian Women, Mentorship and Sponsorship Programs for Women in Indian Organizations.	interactive lectures and case studies	12

	Part C							
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours				
3	Strategic HR Planning for Talent Acquisition and Retention	PBL	BL3-Apply	15				

	Part D(Marks Distribution)							
Тнеогу								
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 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=sh/x/gs/m2/5#fpstate=ncl- 339Rks,st:0						

Course	Articulation	Matri

	Course 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	-	-	-	-	-	-	-	-	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 Researc	Marketing Research								
Course Code	BMEC-602 MM[T]	BMEC-602 MM[T]								
			Part A							
Year	3rd	Semester	6th	Credits	L	Т	Р	С		
Teal	510	Semester	our	Credits	4	0	0	4		
Course Type	Theory only	Theory only								
Course Category	Discipline Specific	Discipline Specific Elective								
Pre-Requisite/s	The students shou	Id come prepared with provided handout	s and subject matter.	Co-Requisite/s						
Course Outcomes & Bloom's Level										
Coures Elements	Skill Development Entrepreneurship 3 Employability ✓ Professsonal Ethic Gender X Human Values X Environment X	×	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth)						

Part B

Modules	Contents	Pedagogy	Hours
1	Concept of Marketing Research: Concept, Nature, Scope of marketing research, Importance and Role of marketing research, Users of marketing research, Organisation of MR department, Limitations of marketing research, Position of marketing research in India	Interactive lectures, problem based learning	12
2	Marketing Research Process: Steps in marketing research, Characteristics of good marketing research, marketing research plan, Marketing research agencies, Career opportunities in marketing research, Future of marketing research.	Interactive lectures, problem based learning	12
3	Product and Advertising Research: Concept of product research, New product research, Research in new product development, Product life cycle research and product-mix research. Concept of advertising research, Media selection research, Difficulties in advertising research.	Interactive lectures, problem based learning	12
4	Motivation Research: Concept and Nature of motivation research, Types of motivation research, Motivation research techniques, Limitations of motivation research and Market segmentation research.	Interactive lectures, problem based learning	12
5	Marketing Research Report: Types of research report, Guidelines for writing a report, Report format, Market research proposal, Ethical issues in marketing research.	Interactive lectures, problem based learning	12

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours	
4	Consumer Behavior Analysis and Market Segmentation Study	PBL	BL4-Analyze	15	I

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	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/GHqGPFxfOLA?si=8umF3IrjTgtPHSm4

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	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_Hons

Title of the Course	Management of Fir	Aanagement of Financial Institutions							
Course Code	BMEC-603 FM[T]								
	·		Part A						
Year	3rd	Semester	6th	Credits	L	т	Р	С	
Year	310	Semester	611	Credits	4	0	0	4	
Course Type	Theory only	y only							
Course Category	Discipline Specific	iscipline Specific Elective							
Pre-Requisite/s	A basic understand	ding of the financial system is desira	ble.	Co-Requisite/s					
Course Outcomes & Bloom's Level								s in India.	
Coures Elements	Skill Development Entrepreneurship : Employability ✓ Professsonal Ethio Gender X Human Values X Environment X	×	SDG (Goals)	SDG3(Good health and well-being) SDG4(Quality education) SDG8(Decent work and economic growth) SDG17(Partnerships for the goals)					

	Part B		
Modules	Contents	Pedagogy	Hours
1	Workings of Financial Institutions: Financial assistance of institutions, Financing policies and Norms of institutions promotional activities	interactive lectures and case studies	12
2	Major Financial Institutions: IFCI (Industrial Finance Corporation of India) IDBI (Industrial Development Bank of India) ICICI (Industrial Credit and Investment Corporation of India) UTI (Unit Trust of India)	interactive lectures and case studies	12
3	Banking Institutions: Reserve Bank of India: Introduction, Organisation, Management, Role, and Functions. Commercial Banks: Concepts, Source of funds, Investment of funds. Co-operative Banks: Features, Types, Structure, and Growth.	interactive lectures and case studies	12
4	Non-Banking Financial Intermediaries: HUDC: Housing and Urban Development Corporation. SHFSs: State Housing Finance Societies. HDFC: Housing Development Financing Corporation. Investment companies and Merchant Bank.	interactive lectures and case studies	12
5	Insurance Companies: Nature of the insurance company, Life Insurance Corporation. LIC: Organisation, Types and Structure of Insurance Plans, Investment Pattern, and Policy, GIC: General Insurance Corporation: Organisation, Types, and Structure of Business.	interactive lectures and case studies	12

Part C

	1 4			
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
3	Risk Management in Financial Institutions: A Case Study Approach	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	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, 6(1), 59-66.								
References Books	Saunders, A., Cornett, 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/gs/m2/5#fpstate=ive&vld=cid:1093dc3e,vid:WNm_ez1h7Tc,st:0								

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	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	Leadership Developm	ent						
Course Code	BMEC-701 HR [T]							
		Part A						
Year	4th	Semester	7th	Credits	L 3	-		C 3
Course Type	Theory only				I			
Course Category	Discipline Specific Ele	ipline Specific Elective						
Pre-Requisite/s	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 pertinent for young leaders to know the ways of navigating through the political jungle to wield 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.							
Course Outcomes & Bloom's Level	CO2- Students will be CO3- Students will be CO4- Students will be	able to Define the concept of leadership and its fu able to Explain the importance of effective leaders able to Implement leadership strategies to enhance able to Analyze case studies of successful and un able to Evaluate the ethical implications of different	thip in achieving organizational goals.() the team performance and foster innovation wi successful leadership practices to identify ke	thin a business context.()				
Coures Elements	Skill Development ✓ Entrepreneurship X Employability ✓ Professsonal Ethics > Gender X Human Values X Environment X	¢	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth) SDG17(Partnerships for the goals)				

Part B

Modules	Contents	Pedagogy	Hours
UNIT-1	Leadership and business of living, Art and Science of Leadership, Leadership as a process and not a position, Approaches to Leadership, Myths about Leadership	interactive lectures, case studies, experiential learning	12
UNIT-2	Personality and Leadership, Founder as a leader, Developing junior leaders, Courage, Morals and Leadership, Leadership Skills, Leader-Communication	interactive lectures, case studies, experiential learning	12
UNIT-3	Shaping Culture and Values through Leadership, Leadership Diversity, Leading Teams, Developing Vision and Direction, Leading Learning Organizations, Development Planning and Leading Change, Startups, Lifecycle and Leadership choice	interactive lectures, case studies, experiential learning	
UNIT-4	Sources of Leader power, Leader motives, Influence Tactics, Individual attributes of Power, Reputation, Personality and Power, Building Bases of power through Resources, Relationships and Trust, Institutionalization of Power in Organizations, Power Sharing: Empowerment, Participation, Delegation and Empowerment, Power Distribution, Gender and Power, Pitfalls of Power	interactive lectures, case studies, experiential learning	12
UNIT-5	Positive and Negative Politics, Organizational politics and Silos, Coalition Politics, Career Politics, Network politics, Diagnosis of Organizational politics, Survival in the political jungle	interactive lectures, case studies, experiential learning	12

	Part C									
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours						
	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	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	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 PO5 PO10 PO11 PO6 P07 P08 P09

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BBA_Hons

		-								
Title of the Course	Talent Management									
Course Code	BMEC-702 HR [T]	IEC-702 HR [T]								
		Par	tA							
		. .		Credits				т	Р	С
Year	4th	Semester	7th			0	0	3		
Course Type	Theory only	Theory only								
Course Category	Discipline Specific Elect	cipline Specific Elective								
Pre-Requisite/s		The syllabus is intended to help students identify best practices and approaches for talent management. The course is designed for students and executives who will be significantly involved in creating and managing talent.								
Course Outcomes & Bloom's Level	CO2- Students will be a CO3- Students will be a CO4- Students will be a	ble to Recall and summarize key theories ar ble to Explain the importance of talent mana ble to Apply talent management frameworks ble to Compare and contrast different talent ble to Design a comprehensive talent manage	gement in organizational success (BL2-Un to analyze case studies or real-world scena management strategies used by organization	derstand) arios (BL3-Apply) ons (BL4-Analyze)						
Coures Elements	Skill Development ✓ Entrepreneurship X Employability ✓ Professsonal Ethics X Gender X Human Values X Environment X		SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG12(Responsible consuption and production) SDG12(Responsible consuption and production) SDG12(Responsible consuption and production) SDG17(Partnerships for the goals)						

	F	Part B	
Modules	Contents	Pedagogy	Hours
UNIT-1	Define Talent and Talent Management; historical context of talent management; Challenges and Dilemmas; single-ladder pipeline versus multiple pipelines; aligning strategy and talent management for competitive advantage.	interactive lectures, case studies, experiential learning	12
UNIT-2	Best HRM Practices for managing talent/star employees (hiring, rewarding, retaining, performance management and succession planning etc.); employer branding and talent management; Role of social media in talent management	interactive lectures, case studies, experiential learning	12
UNIT-3	Talent management in different organizational contexts: global context, disruptive organizations, complex and uncertain scenarios etc.	interactive lectures, case studies, experiential learning	12
UNIT-4	Diversity and Talent; Talent management and future directions	interactive lectures, case studies, experiential learning	12
UNIT-5	Talent Analytics; Preparing a talent development plan	interactive lectures, case studies, experiential learning	12

	Par	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)							
Тнеогу								
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	Collings, D.G., Mellahi, K. & Cascio, W.F. (2017). The Oxford Handbook of Talent Management: Oxford University Press Wilcox, M. (2016). Effective Talent Management: Aligning Strategy, People and Performance. Routledge.
Articles	Scullion, H., & Collings, D. G. (2011). Global talent management: Introduction. In Global talent management (pp. 19-32). Routledge.
References Books	Sparrow, P., Scullion, H. & Tarique, I. (eds) (2014) Strategic Talent Management: Contemporary Issues in Global Context. Cambridge: Cambridge University Press.
MOOC Courses	
Videos	https://www.youtube.com/watch?v=NwufHwariTI

Course	Articulation	Matrix
Course	Alliculation	IVIALITA

COs	P01	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1
CO2	-	1	1	-	-	-	-	-	-	-	-	-	1	-	2
CO3	1	-	-	2	-	-	-	-	-	-	-	-	-	1	-
CO4	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-
CO5	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BBA_Hons

Title of the Course	Corporate Valuation							
Course Code	BMEC-801 FM[T]							
· · · · · ·		Par	tA					
Year	4th	Semester	8th	Credits	L	Т	Ρ	С
i eai	401	Semester oth Creaits		Creates	3	0	0	3
Course Type	Theory only							
Course Category Discipline Specific Elective								
Pre-Requisite/s	Student should have	e basic knowledge of corporate accounting and I	Excel.	Co-Requisite/s				
Course Outcomes & Bloom's Level	CO2- Understand th CO3- Apply multiple CO4- Analyze the fir	e key objectives and importance of corporate va e process of cost of capital estimation(BL2-Uno s to estimate the value of a company(BL3-App ancial health of distressed companies for valua ffectiveness of traditional vs. modern valuation	ierstand) ly) ition purposes (BL4-Analyze)					
Coures Elements	Skill Development ✓ Entrepreneurship × Employability ✓ Professsonal Ethics Gender × Human Values × Environment ×		SDG (Goals)	SDG4(Quality education)				

	Part B							
Modules	Contents	Pedagogy	Hours					
1	Foundations of Corporate Valuation: Introduction to Valuation - Importance and objectives of corporate valuation - Overview of different valuation methods: intrinsic vs. relative - Role of valuation in corporate finance and investment decisions.	Interactive Lectures, Case Studies, Experiential Learning	9					
2	Discounted Cash Flow (DCF) Valuation:: Time Value of Money and DCF Basics - Principles of time value of money - Forecasting cash flows: techniques and challenges - Cost of capital estimation: WACC (Weighted Average Cost of Capital).DCF Valuation Techniques: - Terminal value calculation and assumptions - Sensitivity analysis and scenario planning - Real options in valuation: flexibility and strategic value	Interactive Lectures, Case Studies, Experiential Learning	9					
3	Relative Valuation Methods: Comparable Company Analysis (CCA) - Understanding comparable company analysis - Selection of comparable companies and transactions - Multiples: P/E, EV/EBITDA, EV/Sales, etc.	Interactive Lectures, Case Studies, Experiential Learning	9					
4	Advanced Valuation Techniques: Asset-Based and Sum-of-the-Parts Valuation - Asset- based valuation methods - Sum-of-the-parts valuation: applications and challenges - Valuation in distressed or special situations	Interactive Lectures Case Studies Experiential Learning	9					
5	Applied Valuation Scenarios and Emerging Trends: Valuation for mergers and acquisitions - Valuation for IPOs and private placements - Valuation for financial reporting: purchase price allocation, impairment testing. Contemporary Issues and Future Trends - Impact of AI and machine learning on valuation	Interactive Lectures, Case Studies, Experiential Learning	9					

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
2	Calculate the discounted cash flow of Tata Motors	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			

Books	Books Koller, T., Goedhart, M., & Wessels, D. (2020). Valuation: Measuring and Managing the Value of Companies (7th ed.). Wiley.					
Articles	https://www.mdpi.com/2078-2489/14/2/85					
References Books Damodaran, A. (2022). Investment Valuation: Tools and Techniques for Determining the Value of Any Asset (4th ed.). Wiley India.						
MOOC Courses	https://onlinecourses.nptel.ac.in/noc21_mg93/preview https://onlinecourses.swayam2.ac.in/imb24_mg18/preview					
Videos	https://www.youtube.com/watch?v=VcbU6_CbEpo					

	Course Articulation Matrix														
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	-	-	-	-	-	-	-	-	-	1	-
CO3	1	-	2	-	-	-	-	-	-	-	-	-	1	1	1
CO4	-	1	-	1	-	-	-	-	-	-	-	-	1	-	1
CO5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BBA_Hons

		=								
Title of the Course	Negotiation and Conflict F	Resolution								
Course Code	BMEC-801 HR[T]	C-801 HR[T]								
		Part A								
Year	4th	Semester	8th	Credits	L T P C 3 0 0 3					
Course Type	Theory only									
Course Category	Discipline Specific Electiv	Viscipline Specific Elective								
Pre-Requisite/s		This course is designed to facilitate students in rethinking of negotiation as a problem-solving tool and improving their negotiating skills and confidence when engaging in important real-world negotiations at work and other settings.								
Course Outcomes & Bloom's Level	CO2- Students will be ab CO3- Students will be ab CO4- Students will be ab	le to Explain the basic principles, theories, and le to Acquire practical skills in preparing for and le to Analyze the sources and dynamics of con to to Apply various conflict resolution technique le to Evaluate the impact of different conflict re-	d conducting negotiations. (BL2-Understand) flicts within organizational and interpersonal s as, such as negotiation, mediation, and arbitra	ettings.(BL3-Apply) tion, to resolve disputes effectively.(BL4-Ana						
Coures Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professsonal Ethics ✓ Gender × Human Values ✓ Environment ×		SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG10(Reduced inequalities) SDG17(Partnerships for the goals)						

	F	Part B				
Modules	Contents	Pedagogy				
UNIT-1	Basics of Influence; Managerial influence tactics; Social and Psychological Influence strategies; learning to apply influence strategies in work and other settings; power and influence.	interactive lectures, case studies, experiential learning	12			
UNIT-2	Persuasion concepts; role of persuasion in strategic leadership	interactive lectures, case studies, experiential learning	12			
UNIT-3	Negotiation basics; Types of negotiation: distributive and integrative; Negotiation Process; Negotiation strategy.	interactive lectures, case studies, experiential learning	12			
UNIT-4	Influence of culture on negotiation; Gender issues in negotiation	interactive lectures, case studies, experiential learning	12			
UNIT-5	Ethical issues to guide negotiation	interactive lectures, case studies, experiential learning	12			

Part	С

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Analyze case studies of successful and unsuccessful negotiation outcomes in multinational team environments.	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	Cialdini, R. B. (2008). Influence: Science and practice. New York: Allyn and Bacon Lewicki, R., Barry, B. & Saunders, D. (2015). Essentials of Negotiation (6th ed.). McGraw Hill							
Articles	Furlong, G. T. (2020). The conflict resolution toolbox: Models and maps for analyzing, diagnosing, and resolving conflict. John Wiley & Sons.							
References Books	Brett, J. M. (2014). Negotiating Globally: How to Negotiate Deals, Resolve Disputes, and Make Decisions Across Cultural Boundaries (3rded.). Jossey-Bass Carrell, M. R., and Heavrin, C. (2008) Negotiating Essentials: Theory, Skills, and Practices. Pearson Prentice Hall.							
MOOC Courses								
Videos	https://www.youtube.com/watch?v=wYb_PKTawE4							

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



BBA_Hons

Title of the Course	Social Media Marketing											
Course Code		5 BMEC-801 MM[T]										
	Part A											
Year	4th	Semester	8th	Credits	L.	т	Р	С				
Year	4un Semester	811	Creaits	3	0	0	3					
Course Type	Theory only	Fheory only										
Course Category	Discipline Specifi	Discipline Specific Elective										
Pre-Requisite/s	The student shou	Id have knowledge of Social Media .		Co-Requisite/s								
Course Outcomes & Bloom's Level	CO2- Employ the CO3- Practice the CO4- Discuss the CO5- Illustrate Yo	e appropriate format for each content pili important concepts of social media mari e various theoretical aspects in Facebool e different ways of marketing using Twitte JuTube marketing and optimization(BL5 - agram business profile and promote busi	keting(BL2-Understand) Kmarketing(BL3-Apply) Ar and LinkedIn(BL4-Analyze) Evaluate)	, images, short videos, long videos, etc.(BL1	-Rememb	er)						
Coures Elements	Skill Developmer Entrepreneurship Employability ✓ Professsonal Eth Gender X Human Values X Environment X	o√ ics X	SDG (Goals)	SDG4(Quality education) 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 SEO, Thumbnaiis, 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	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					
Part E										

-	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 marketing.
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
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	-



BBA_Hons

Title of the Course	Financial Modeling											
Course Code	BMEC-802 FM[T]	IEC-802 FM[T]										
	•	Р	art A									
Year	4th	Semester	8th	Credits	L	Т	Ρ	С				
	- Concerter				3	0	0	3				
Course Type	Theory only	heory only										
Course Category	Discipline Specific B	Elective										
Pre-Requisite/s	Student must have	basic knowledge of accounting concepts.		Co-Requisite/s								
Course Outcomes & Bloom's Level												
Coures Elements	Skill Development J Entrepreneurship X Employability J Professsonal Ethics X Gender X Human Values X Environment X											

Part B								
Modules	Contents	Pedagogy						
1	Basic to Intermediate Excel and Advanced Excel Formatting of Excel Sheets, Use of Excel Formula Function, Advanced Modeling Techniques- Extrapolation, Histogram, Data Filter and Sort, Charts and Graphs, Table formula and Scenario building Lookups: Lookup Match & offset, pivot tables	Interactive Lectures, Case Studies, Experiential Learning	9					
2	Basic and Advanced Finance Concepts Time Value of Money (TVM): Present Value (PV), Future Value (FV), Investment Analysis, Discounted Cash Flow (DCF), Capital Budgeting Risk and Return. Advanced Concepts: Capital Asset Pricing Model (CAPM), Portfolio Theory, Mergers and Acquisitions (M&A), Cost of Capital	Interactive Lectures, Case Studies, Experiential Learning	9					
3	financial model with forecasting of three financial statements and schedules: Input historical financial information into Excel, Determine the assumptions that will drive the forecast. Forecast the income statement, forecast tong-term, capital assets, forecast financing activity (e.g., debt and equity). Complete the income statement, Complete the balance sheet (excluding cash), Complete the cash flow statement and cash on the balance sheet.	Interactive Lectures, Case Studies, Experiential Learning	9					
4	Financial Feasibility Study and Comparable Company Analysis Financial Ratios, Ratio analysis of industries, Du point Analysis, Peer to peer analysis, Preparation of Financial Analysis report on an industry. Comparable Company Analysis: Select an appropriate set of comparable public companies. Determine the metrics and multiples you want to use. Calculate the metrics and multiples for all the companies. Estimate its Implied Equity Value and Enterprise Value.	Interactive Lectures Case Studies Experiential Learning	9					
5	Precedent Transaction Analysis and Discounted Cash Flow Valuation Precedent Transaction Analysis Introduction to PTA, Comparison with other valuation methodologies, Identifying Comparable Transactions, Selection criteria and data sourcing methods. Data Collection and Organization, Structuring transaction data for analysis. Valuation Multiples and Metrics, Analyzing and Interpreting Results, Sensitivity analysis and trend identification. Cash Flow Statement Projection, Valuation- Discounted Cash Flow Method (DCF), Valuation – Relative Valuation (Football Field Chart)	Interactive Lectures, Case Studies, Experiential Learning	9					

Part C									
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours					
5		PBL		15					

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 Benninga, S. (2014). Financial Modelling (4th ed.). The MIT Press							
Articles							
References Books	Pignataro, P. (2016). Financial Modelling (3rd ed.). Wiley.						
MOOC Courses	Financial Statement Analysis And Reporting						
Videos	https://www.youtube.com/watch?v=ZH8Vw-j2Db4 https://www.youtube.com/watch?v=mKBKuuEmzoM https://www.youtube.com/watch?v=Pp_qhxHUziQ						

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

Part D(Marks Distribution)



BBA_Hons

Title of the Course	Compensation and Benefits								
Course Code	BMEC-802 HR[T]	BMEC-802 HR[T]							
			Part A						
	445	0	044	0	L	т	Р	С	
Year	4th	Semester	8th	Credits	3	0	0	3	
Course Type	Theory only		L.			1			
Course Category	Discipline Electives	Discipline Electives							
Pre-Requisite/s	A basic understand	ling of human resource manage	ment is desirable.	Co-Requisite/s					
Course Outcomes & Bloom's Level	CO2- Students will CO3- Students will Apply) CO4- Students will CO5- Students will	C01- Students will be able to define the various components of a total compensation package and their purposes within an organization.(BL1-Remember) C02- Students will be able to explain the relationship between compensation strategies, employee motivation, and organizational performance.(BL2-Understand) C03- Students will be able to develop a compensation plan for a specific job role, considering internal equity, external competitiveness, and relevant legal requirements.(BL3- Apply) C04- Students will be able to evaluate the effectiveness of different reward systems in achieving organizational goals.(BL4-Analyze) C05- Students will be able to critique the ethical implications of various compensation practices, considering fairness, transparency, and potential for discrimination.(BL5-Evaluate) C06- Students will be able to able to exelute the ording compensation and reward system to address a specific organizational challence (BL5-Create)							
Coures Elements	Skill Development Entrepreneurship > Employability √ Professsonal Ethic	×	SDG (Goals)	SDG1(No poverty) SDG3(Good health and well-being) SDG4(Quality education)		1) Juction)			

		Part B	
Modules	Contents	Pedagogy	Hours
1	Introduction to Compensation Management Compensation- concept, Forms of Pay, Objectives of Compensation System, Factors Influencing Compensation Policy, Internal Alignment and External Competitiveness, Dimensions of Compensation System.	Interactive Lectures Case Studies	9
2	Job Analysis and Job Evaluation Concept of Job Analysis, Job Description and Job Specification, Process of conducting Job Analysis, The Ranking method ,Concept of Job Evaluation, Process of Job Evaluation, Ranking Method, Job Grading Method, Point Ranking methods and Factor Comparison method.	Interactive Lectures Case Studies	9
3	Performance Related Compensation and Employee Motivation Concept of Performance Appraisal, Performance Based Compensation System - Objectives, Benefits, Types, Pay for Performance Plans, Tax Implications of compensation package to the employee.	Interactive Lectures Case Studies	9
4	Employee Benefits Benefit Determination Process, Employee benefits - Classification	Interactive Lectures Case Studies Experiential Learning	9
5	Legal and Taxation Issues of Compensation The Minimum Wages Act, The Payment of Wages Act, The Equal Remuneration Act, The Payment of Bonus Act, Employee State Insurance Act, The Employee's Provident Fund Act, The payment of Gratuity Act, The Maternity Benefit Act.	Interactive Lectures Case Studies	9

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Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
3	Designing a Performance-Based Compensation System for a Sales Team	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	Armstrong, M. (2016). Armstrong's Handbook of Reward Management Practice (5th ed.). Tata McGraw-Hill.
Articles 1.Lawler, E. E., Benson, G. S., & McDermott, M. (2012). Performance management and reward systems. WorldatWork Journal, 21(4), 19-28. 2.Martono, S., Khoiruddin, M., & Wulansari, N. A. (2018). Remuneration reward management system as a driven factor of employee performance. Interna & Society, 19.	
References Books	Martocchio, J. J. (2017). Strategic Compensation: A Human Resource Management Approach (9th ed.). Pearson.
MOOC Courses	https://www.coursera.org/learn/human-resources-analytics
Videos	https://youtu.be/wwb0tGdEvAY https://youtu.be/RMOQCni4DZM

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



BBA_Hons

Title of the Course	Digital Marketing Analytic	Digital Marketing Analytics					
Course Code	BMEC-802 MM[T]	BMEC-802 MM[T]					
	I	Part A					
Year	4th	Semester	8th	Credits	L T P C 3 0 0 3		
Course Type	Theory only		1				
Course Category	Discipline Specific Electi	ive					
Pre-Requisite/s		Students should have a basic understanding of marketing principles, familiarity with internet usage, and foundational knowledge of social media platforms. Prior coursework in marketing, communications, or information technology is recommended.					
Course Outcomes & Bloom's Level	CO2- Understand the cc CO3- Develop Content S analysis tools. (BL3-App CO4- Execute Online Ac digital ads.(BL4-Analyz CO5- Leverage Social W	Vertising Campaigns: Identify and utilize various e) fedia in Marketing: Integrate social media into ma	for evaluating digital performance.(BL2-Unde t planning and creation strategies. Evaluate an forms of e-advertising, including mobile marke rketing communication strategies. Assess the	rstand) Ind optimize website UX and landing pages us ting, and understand the pricing models and	using content		
Coures Elements	threats, and leverage AI and automation to enhance social media marketing (BL5-Evaluate) Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✓ Gender × Human Values × Environment ×						

Modules	Contents	Pedagogy	Hours
1	Digital Media, Types, Paid & Owned Media Understanding Digital Analytics Concepts: Owned & Earned Social Metrics, Demystifying Web Data, Searching for the Right Metrics, Paid & Organic Searches, Aligning Digital and Traditional Analytics.	Interactive Lectures, Case Studies, Experiential Learning	9
2	Content Planning, Content Creation Strategy, Distribution & Promotion of content, Optimize Website UX & Landing Pages, Content Analysis Tools, and Optimizing Content Distribution & Content Consumption.	Interactive Lectures, Case Studies, Experiential Learning	9
3	Online Advertising; Ways of E-advertising; Types of Digital Ads; On the Internet; On Mobile Devices; Pros and Cons of Mobile Marketing; Pricing of Digital Ads; E- direct Marketing; Esales Promotion; E-Public Relations.	Interactive Lectures, Case Studies, Experiential Learning	9
4	Social Media, Significance of Social Media in Marketing Communication Strategies, Key Social Media Platforms, Opportunities and Threats of Social Media Application, Harnessing the Power of AI and Automation.	Interactive Lectures Case Studies Experiential Learning	9
5	Audience Segmentation, Audience Analysis Tool, Audience Analysis Tools types, Digital, Content & Engagement, Search Engine Optimization, Content Optimization, User Experience Design	Interactive Lectures, Case Studies, Experiential Learning	9

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours	
5	Developing a Comprehensive Digital Marketing Campaign	PBL	BL5-Evaluate	15	Ì

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	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.voutube.com/watch?v=2VUgpNIF8ec

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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BBA_Hons

Title of the Course	Financial Statement	nancial Statement Analysis								
Course Code	BMEC-803 FM[T]	EC-803 FM[T]								
	Part A									
Year	ear 4th Semester 8th Credits		Credits	L 3	т 0	P 0	C 3			
Course Type	Theory only	ory only								
Course Category	Discipline Specific E	cipline Specific Elective								
Pre-Requisite/s	To gain ability to analyze financial statements including consolidated financial statements of group companies and financial reports of various types of entities, to gain ability to apply valuation principles, to familiarize with recent developments in the area of financial reporting, to gain ability to solve financial reporting and valuation cases.									
Course Outcomes & Bloom's Level										
Coures Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professsonal Ethics Gender × Human Values × Environment ×	x	SDG (Goals)	SDG8(Decent work and economic growth) SDG12(Responsible consuption and produc SDG17(Partnerships for the goals)	tion)					

	F	Part B	
Modules	Contents	Pedagogy	Hours
UNIT-1	Corporate Financial Reporting - Issues and problems with special reference to published financial statements. Consolidated Financial Statements of Group Companies Concept of a Group, purposes of consolidated financial statements minority interest, Goodwill, Consolidation procedures – Minority interests, Goodwill, Treatment of pre-acquisition and post-acquisition profit. Consolidated profit and loss account, balance sheet and cash flow statement. Treatment of investment in associates in consolidated financial statements. Chain holding.	interactive lectures, case studies, experiential learning	12
UNIT-2	Earnings Per Share, Treatment of Bonus Issues and Right Issues and Treatment of convertibles on EPS	interactive lectures, case studies, experiential learning	12
UNIT-3	Lease accounting and analysis—Pricing a lease deal and Structuring a lease transaction accounting and legal aspects for lease	interactive lectures, case studies, experiential learning	12
UNIT-4	Accounting for Investments—issues relating to accounting for investment by companies others than banks and financial instruments, issues relating to accounting for investment in JV, issues relating to accounting for investment in banking companies	interactive lectures, case studies, experiential learning	12
UNIT-5	Developments in Financial Reporting Value Added Statement, GVA, NVA Economic Value Added, Market Value Added, Shareholders' Value Added Hedge Accounting. Accounting of derivatives. Human Resource Accounting	interactive lectures, case studies, experiential learning	12

	Part	t C		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Evaluate the ethical considerations and implications of different financial reporting practices, such as transparency and disclosure.	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	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 Delhi Tata Mc-Graw Hill. Damodaran, A. (2006). Damodaran on Valuation. New York.: Wiley and Sons							
MOOC Courses								
Videos								

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BBA_Hons

Title of the Course	Diversity and Inclusion	1							
Course Code	BMEC-803 HR[T]								
		Part A							
Year	4th Semester 8th Credits		Credits	L T 3 0	-				
Course Type	Theory only	r only							
Course Category	Discipline Specific Ele	ipline Specific Elective							
Pre-Requisite/s	The students need to have basic knowledge of social structures, human behavior, and cultural dynamics to understand the interplay between individuals and society.								
Course Outcomes & Bloom's Level	issues.(BL1-Rement CO2- Identify and inte (BL2-Understand) CO3- Examine the rol CO4- Evaluate the infi	group differences and their impacts on individual exp ser) irpret diverse perspectives influenced by social strat e of race and ethnicity in shaping societal dynamics luence of gender identity and sexual orientation on a under and sexual orientation shape perspectives on	ifications. Recognize how social hierarchies aff . Assess how race and ethnicity influence indiv social experiences.(BL4-Analyze)	fect perspectives and responses to societal ch idual and collective social experiences.(BL3-/	allenge				
Coures Elements Skill Development × Entrepreneurship × Employability ✓ SDG (Goals) SDG4(Quality eductor) Coures Elements Professsonal Ethics ✓ SDG (Goals) SDG4(Quality eductor) Human Values ✓ Environment × Forvironment × SDG4(Quality eductor)		,	SDG (Goals)	SDG4(Quality education)					

Modules	Contents	Pedagogy	Hours
1	Introduction to Diversity, Equity, and Inclusion Diversity, Inclusion, and Belonging Equity vs. Equality Evolution of the Business Case for Diversity Contemporary Social and Organizational Issues Impact of COVID-19 Pandemic on Diversity and Inclusion Race and National Recognition (e.g., Black Lives Matter Movement) Business Perspectives: Change vs. Business as Usual Equity, Belonging, and Business Value Personal and Social Identities Salience and Intersectionality Privilege and Oppression Meritocracy, Melting Pot (Assimilation), and Colorblind Ideal	Interactive Lectures, Case Studies, Experiential Learning	9
2	Understanding Human Differences Stereotyping, Prejudice, and Bias Implicit and Explicit Bias In-Groups and Out-Groups Stereotypes: Influence of Brain and Culture Discrimination: Systemic vs. Interpersonal Overt Discrimination vs. Microaggressions Legal Remedies for Employment Discrimination (US and New Jersey) Case Study: Exclusion and Discrimination at JFK Airport	Interactive Lectures, Case Studies, Experiential Learning	9
3	Creating Inclusive Environments Skills for a Just and Inclusive Workplace Addressing Microaggressions Cross-Cultural Competency: Inclusion vs. Tolerance Empathy in Diversity Management The Platinum Rule in Diversity Communication Strategies for Inclusive Workplace Practices Responding to Bias and Jokes in the Workplace	Interactive Lectures, Case Studies, Experiential Learning	9
4	Dimensions of Diversity Appearance-Based Discrimination and Intersectionality Legal Protections vs. Organizational Image Policies Research and Development in Course Projects Diversity Issues in Race and Employment Gender Issues in Employment and Stereotypes Wage Gap, Pay Transparency, and Employment Protections	Interactive Lectures Case Studies Experiential Learning	9
5	Diversity of Identities Sexual Orientation and Gender Identity Diversity Legal Protections and Workplace Policies Religious Diversity: Workplace Dynamics and Legal Remedies Diversity of Physical and Mental Abilities ADA Limitations and Workplace Inclusion Age Diversity: Challenges and Legal Recourse Extra Credit Assignment: Race, Gender, and Workplace Experiences	Interactive Lectures, Case Studies, Experiential Learning	9

Part B

	Part C							
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours				
5	Study how economic status and abilities contribute to social differentiation and experience variance.	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 Bader, T., & Boesch, D. (2021). Leading global diversity, equity, and inclusion: A guide for systemic change in multinational organizations. Berrett-Koehler Publishers.				
Articles	Garg, S., & Sangwan, S. (2021). Literature review on diversity and inclusion at workplace, 2010–2017. Vision, 25(1), 12-22.			
References Books	Bell, M., & Leopold, J. (2021). Diversity in organizations (4th ed.). South-Western College Publishing.			
MOOC Courses				
Videos	https://www.youtube.com/watch?v=tETTSgS4ZpE			

COs	P01	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	-	-	-	-	-	-	-	-	-	-	1	-	1
CO2	1	2	-	1	-	-	-	-	-	-	-	-	-	1	-
CO3	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1
CO4	-	1	-	1	-	-	-	-	-	-	-	-	1	-	1
CO5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BBA_Hons

Title of the Course	Green Marketing										
Course Code	BMEC-803 MM[T]										
			Part A								
Year	4th	Semester	8th	Credits	L	т	Р	С			
Tear	401	Semester	oui	Credits	3	0	0	3			
Course Type	Theory only	neory only									
Course Category	Discipline Specific	Discipline Specific Elective									
Pre-Requisite/s	Student should ha	Student should have knowledge of marketing Co-Requisite/s									
Course Outcomes & Bloom's Level	C01- Understand the concepts and importance of green marketing. (BL1-Remember) C02- Identify environmental issues and challenges related to marketing. (BL2-Understand) C03- Develop strategies for sustainable product design and production. (BL3-Apply) C04- Analyze consumer behavior and ethical consumerism. (BL4-Analyze) C05- Evaluate the impact of green marketing efforts on business success. (BL5-Evaluate)										
Coures Elements	SDG (Goals)	SDG4(Quality education)									

		Part B	
Modules	Contents	Pedagogy	Hours
1	Introduction to Green Marketing & Environmental Issues Overview of green marketing, History and evolution, Importance of sustainability in marketing, Environmental challenges and their impact on marketing, Sustainability and corporate social responsibility (CSR), Greenwashing and ethical concerns	Interactive Lectures, Case Studies, Experiential Learning	9
2	Sustainable Product Development - Principles of eco-design, Life cycle assessment (LCA), Green product certification and labeling	Interactive Lectures, Case Studies, Experiential Learning	9
3	Consumer Behavior and Ethical Consumerism - Understanding consumer motivations, Ethical consumerism and green consumer segments, Communication and education strategies for consumers	Interactive Lectures, Case Studies, Experiential Learning	9
4	Green Marketing Strategies - Green branding and positioning, Pricing strategies for sustainable products, Distribution and logistics with sustainability in mind	Interactive Lectures Case Studies Experiential Learning	9
5	Measuring and Evaluating Green Marketing- Metrics and key performance indicators (KPIs), Case studies of successful green marketing campaigns, Final project presentations and discussion	Interactive Lectures, Case Studies, Experiential Learning	9

	Par	t C		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ 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 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	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=eKIG-JGzdRw							

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BComHons

Title of the Course	Strategic Human Resour	ce Management									
Course Code	DCEC-501 HR[T]										
		I	Part A								
Year	3rd	Semester	5th	Credits	L	Т	Р	С			
real	Ju	Semester	501	creats	4	0	0	4			
Course Type	Theory only	Theory only									
Course Category	Discipline Specific Electi	Discipline Specific Elective									
Pre-Requisite/s	Student should have bas	Student should have basic knowledge of Human Resource Management. Co-Requisite/s									
Course Outcomes & Bloom's Level	C01- Synthesize the role of human resources management as it supports the success of theorganizationincludingtheeffectivedevelopmentofhumancapitalasanagentforOrganizational change. (BL1-Remember) C02- Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization. (BL2-Understand) C03- Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness.(BL3-Apply) C04- Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining(BL4-Analyze) C04- Show evidence of the role contexical application of training and employee development as it impacts organizational Stratecy and competitive advantace.(BL5-Evaluate)										
	CO4- Show evidence of	the ability to analyze, manage and prob	em solve to deal withthe challenges and comp	lexities of the practice of collective bargain	ning(BL4-	Analyz	e)	1)			

Part B

Modules	Contents	Pedagogy	Hours
1	Essentials of HRM: Functions of HRM, Strategic HRM: Meaning and Roles in Strategy formulation and implementation, Barriers to strategic HRM, Linking HR strategy with business strategy, Roles of HR Manager, roles of HR in merger and acquisitions, Technology & HR and changing roles of HR due to technology, HRM linkage with TQM & productivity, . Case Studies	Interactive Lectures, Case Studies, Experiential Learning	12
2	Human Resource Planning and Employee Hiring: Meaning of job Analysis, job design, Human Resource Planning, methods demand forecasting for manpower planning, factors influencing HRP, Employee hiring- methods of Recruitment, Employee selection, process of employee selection, recent trends in recruitment Case Studies	Interactive Lectures, Case Studies, Experiential Learning	12
3	Employee Training & Development: Meaning importance of Training, types and methods and types of training, career planning, promotion, transfer, demotion and separation, Performance Appraisal: Meaning and types of appraisal, Job Evaluation: Meaning and methods of job evaluation. Case Studies	Interactive Lectures, Case Studies, Experiential Learning	12
4	Compensation Management: Introduction to compensation management, Components and structure of employee compensation, Factors affecting employee compensation, Employee incentive schemes, and recent trends in compensations management, Case Studies	Interactive Lectures Case Studies Experiential Learning	12
5	Employee Engagement and Retention: Understanding employee engagement and its significance, Strategies for enhancing employee engagement, managing employee retention and reducing turnover, Workforce diversity and inclusion Emerging Trends in Strategic HRM, HR technology and automation, The gig economy and its impact on HR practices, Corporate social responsibility and HRM, Sustainable HRM practices.	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 Strategic HR Plan for a Startup	PBL	BL4-Analyze	15			

Min. Internal Evaluation

Min. Internal Evaluation

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

External Evaluation

Total Marks

Total Marks

Minimum Passing Marks

100

	Part E
Books	1. V.S.P.Rao, Human Resource Management(Text and Cases) Himalaya Publications, Thirteenth Edition. 2. Durai Praveen, Human Resource Management PearsonPublication,2nd Edition. 3. Gary Dessler and Biju Varkkey Human Resource Management, Person Publication,2013,14th Edition.
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	Seema Sanghi, Human Resource Management, Vikas Publications, 2014, 5th Edition. K. Aswathappa, Human Resource Management, McGraw Hill Education, 2013, 7th Edition.
MOOC Courses	
Videos	https://www.youtube.com/watch?v=tNTrgji6ITo&list=PLOzRYVm0a65ey68FxO33DwMsBi2HO3hnR

							Cours	e Articulatio	on Matrix						
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Min. External Evaluation

Internal Evaluation



BComHons

Title of the Course	Service Marketing	Service Marketing								
Course Code	DCEC-501 MM[T]	DCEC-501 MM[T]								
	Part A									
Year	3rd	Semester	5th	Credits	L	т	Р	С		
Tear	310	Semester	501	Creaks	4	0	0	4		
Course Type	Theory only	Theory only								
Course Category	Discipline Elective	Discipline Electives								
Pre-Requisite/s	Students should h	ave basic understanding of servi	Co-Requisite/s							
Course Outcomes & Bloom's Level	CO2- Students wil CO3- Students wil CO4- Students wil	Il be able to Explain the unique c Il be able to Apply the 7 Ps of ser Il be able to Analyze customer ex		ove service quality(BL4-Analyze)						
Coures Elements	Skill Development ✓ SDG3(Good health and well-being) Entrepreneurship ✓ SDG4(Quality education) Employability ✓ SDG4(Quality education) Professsonal Ethics × SDG (Goals) Gender × SDG10(Reduced inequalities) Human Values ✓ SDG12(Responsible consuption and production)									

	F	Part B	
Modules	Contents	Pedagogy	Hours
UNIT-1	Concept of services, Salient features of marketing services, Concept and Significance of services marketing, Marketing information system, Emerging key services.	interactive lectures, case studies, experiential learning	12
UNIT-2	Marketing Mix in Service Marketing: The seven Ps: Product decision, pricing, strategies and tactics, promotion of services and placing or distribution methods for services. Additional dimension in services marketing - people, physical evidence and process.	interactive lectures, case studies, experiential learning	12
UNIT-3	Service Consumer Behavior: Understanding the Service Customer as a Decision Maker, Customer purchase is Associated with Risk, How Service Customers Evaluate the Service, The Service Consumer Decision Process, and The Decision Making Process in the Service Sector, Components of Customer Expectations, Service Satisfaction, Service Quality Dimensions	interactive lectures, case studies, experiential learning	12
UNIT-4	Relationship Marketing The levels of Customer Relationships, Dimensions of a Relationship, Goal of relationship marketing	interactive lectures, case studies, experiential learning	12
UNIT-5	Marketing of Services Bank Marketing, Insurance Marketing, Consultancy marketing and Personal Care Marketing	interactive lectures, case studies, experiential learning	12

	Part C								
Modules	Title	Indicative-ABCA/PBL/ 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)								
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

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	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 the Course	Design thinking In I	HR								
Course Code	DCEC-602 HR[T]									
			Part A							
Year	01	D emocratica	6th	Credits	L	т	Р	С		
Year	3rd	Semester	our	Creans		0	0	3		
Course Type	Theory only	leory only								
Course Category	Discipline Electives	viscipline Electives								
Pre-Requisite/s	The students will h organizational beh	nave Basic understanding of human resource avior.	Co-Requisite/s							
Course Outcomes & Bloom's Level										
Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professsonal Ethics ✓ Gender × Human Values ✓ Environment ×			SDG (Goals)	SDG5(Gender equality) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG16(Peace Justice and strong institutions) SDG17(Partnerships for the goals)						

	Part B								
Modules	Contents	Pedagogy	Hours						
1	Introduction to Design Thinking in HR: Definition and significance of design thinking Human-centered design approach in HR Evolution and application of design thinking in organizational contexts	interactive lectures, case studies, experiential learning							
2	Empathy and User-Centered Research: Understanding employee needs and experiences Techniques for empathetic listening and observation Conducting user- centered research in HR	interactive lectures, case studies, experiential learning	9						
3	Ideation and Prototyping in HR: Generating innovative ideas for HR solutions Prototyping and iterative testing in HR processes Designing employee-centric HR services and experiences	interactive lectures, case studies, experiential learning	9						
4	Implementing Design Thinking in Recruitment and Onboarding: Redesigning recruitment processes using design thinking Improving candidate experience and engagement Designing onboarding programs for new hires	interactive lectures, case studies, experiential learning	9						
5	Design Thinking for Employee Engagement and Development: Enhancing employee engagement through design thinking Designing learning and development programs Employee feedback and continuous improvement	interactive lectures, case studies, experiential learning	9						

	Part C								
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours					
5	Redesigning the Onboarding Process for Increased Employee Engagement	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	Kelley, D., & Kelley, T. (2013). Creative confidence: Unleashing the creative potential within us all. Harper Perennial.
Articles	Sollitto, 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.
References Books	Martin, R. L. (2019). The design of business: Why design thinking is the next competitive advantage. Harvard Business Review Press.
MOOC Courses	
Videos	https://www.youtube.com/watch?v=e0ByXVdTs

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	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



BComHons

Title of the Course	Merchant Banking and Fi	nancial Services								
Course Code	DCEC-701 FM[T]									
		Part	A							
Year	4th	Semester	7th	Credits	L	Т	Р	С		
Tear	401	Semester	701	Credits	3	0	0	3		
Course Type	Theory only	Theory only								
Course Category	Discipline Specific Electiv	scipline Specific Elective								
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	CO2- Students will be ab CO3- Students will be ab CO4- Students will be ab	le to Apply financial analysis techniques to e le to Analyze case studies of successful and	e financial system and their relationship wi valuate investment opportunities and asses unsuccessful merchant banking transaction	th corporate clients and investors. (BL2-Unde ss project feasibility.(BL3-Apply)						
Coures Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓									

Modules	Contents	Pedagogy	Hours
UNIT-1	Financial Systems, Markets and Services: An Overview: Indian and Global Perspective- Managing New Challenges, Regulatory Perspectives, Future Challenges for Indian Banks, Improving Risk Management Systems.	interactive lectures, case studies, experiential learning	12
UNIT-2	Merchant Banking and Issue Management: Meaning, Different Kinds of Issues, Book Building, Green Shoe Option, Depository System, Stock Exchange	interactive lectures, case studies, experiential learning	12
UNIT-3	Credit Rating Agencies: Importance, Issues, Difference in Credit Ratings, Rating Methodology and Benchmarks, Are Indian Credit Ratings Credible? International Credit Rating Agencies, Consumer Finance, Venture Capital, Factoring and Forfaiting.	interactive lectures, case studies, experiential learning	12
UNIT-4	Analyzing Bank's Financial Statements, Asset Liability Management in Banks and Financial Institutions: ALM Process, Techniques – Gap, Duration, Simulation, Value at Risk, Book value of equity and market value of equity perspective, ALM and Interest rate Swaps, Bank Capital: Risk, Regulation and Capital Adequacy, Risk Management in BanksCredit Risk Management, Operational Risk Management, Market Risk Management, Corporate Treasury Management, Liquidity Risk Management, Governance Risk and Compliance.	interactive lectures, case studies, experiential learning	12
UNIT-5	Mutual Funds and Insurance Services: Banc Assurance, Reinsurance. Private Equity and Hedge Funds, Securitization: Structuring a Securitization Deal, Securitization Process, Risks and Limitations of Securitization.	interactive lectures, case studies, experiential learning	12

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Evaluate the potential impacts of cultural, legal, and financial differences 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					

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. (12th ed.). Thomson Business Information.									
MOOC Courses										
Videos	https://www.youtube.com/watch?v=Rjj1b9twyJ8&list=PLk2KOLI5Nw3DvBrfuZlzy2j0adDysC75Q									

-	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Part E



BComHons

Title of the Course	Talent Management								
Course Code	DCEC-701 HR[T]								
		Pa	rt A						
		D emonstration			L	Т	Р	С	
Year	4th	Semester	7th	Credits	3	0	0	3	
Course Type	Theory only								
Course Category	Discipline Specific Election	Discipline Specific Elective							
Pre-Requisite/s		to help students identify best practices and udents and executives who will be significa	Co-Requisite/s						
Course Outcomes & Bloom's Level	CO2- Students will be ab CO3- Students will be ab CO4- Students will be ab	ole to Explain the importance of talent mana ole to Apply talent management frameworks ole to Compare and contrast different talent	nd concepts related to talent management.(agement in organizational success.(BL2-Un s to analyze case studies or real-world scen management strategies used by organizati gement plan for a hypothetical organization	derstand) arios.(BL3-Apply) ons.(BL4-Analyze)					
Coures Elements	Skill Development ✓ SDG4(Quality education) Entrepreneurship ✓ SDG5(Gender equality) Employability ✓ SDG8(Decent work and economic growth)								

Hours

	Part B						
Modules	Contents	Pedagogy					
UNIT-1	Define Talent and Talent Management; historical context of talent management; Challenges and Dilemmas; single-ladder pipeline versus multiple pipelines; aligning strategy and talent management for competitive advantage.	interactive lectures, case studies, experiential learning					
UNIT-2	Best HRM Practices for managing talent/star employees (hiring, rewarding, retaining, performance management and succession planning etc.); employer branding and talent management; Role of social media in talent management	interactive lectures, case studies, experiential learning					
UNIT-3	Talent management in different organizational contexts: global context, disruptive organizations, complex and uncertain scenarios etc.	interactive lectures, case studies, experiential learning					
UNIT-4	Diversity and Talent; Talent management and future directions	interactive lectures, case studies, experiential learning					
UNIT-5	Talent Analytics; Preparing a talent development plan	interactive lectures, case studies, experiential learning					

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

	Part E				
Books	Collings, D.G., Mellahi, K. & Cascio, W.F. (2017). The Oxford Handbook of Talent Management: Oxford University Press Wilcox, M. (2016). Effective Talent Management: Aligning Strategy, People and Performance. Routledge.				
Articles Scullion, H., & Collings, D. G. (2011). Global talent management: Introduction. In Global talent management (pp. 19-32). Routledge.					
References Books	Sparrow, P., Scullion, H. & Tarique, I. (eds) (2014) Strategic Talent Management: Contemporary Issues in Global Context. Cambridge: Cambridge University Press.				
MOOC Courses					
Videos	https://www.youtube.com/watch?v=NwufHwariTI				

Course	Articulation	Matrix
Course	Articulation	waux

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



BComHons

Title of the Course Leadership Development										
Title of the Course	Leadership Developm	ent								
Course Code	DCEC-701 HR[T]									
		Part A								
Year	4th	Semester	7th	Credits	L	T	Р	С		
i cai	401	Jeniester	741	oreuta	3	0	0	3		
Course Type	Theory only									
Course Category	Discipline Specific Ele	ective								
Pre-Requisite/s	Leadership in organiz pertinent for young le astute head and strat	ed to orient the students of management towards th ations. Power and politics are an integral part of or aders to know the ways of navigating through the p agist, a leader should be able to diagnose the nega tives that he wants to take.	ganizational dynamics and thus it is olitical jungle to wield influence. As an	Co-Requisite/s						
Course Outcomes & Bloom's Level	CO2- Students will be CO3- Students will be CO4- Students will be	able to Define the concept of leadership and its fu able to Explain the importance of effective leaders able to Implement leadership strategies to enhance able to Analyze case studies of successful and un able to Evaluate the ethical implications of different	hip in achieving organizational goals.() the team performance and foster innovation wi successful leadership practices to identify ke	thin a business context.()						
Coures Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professsonal Ethics > Gender X Human Values ✓ Environment X	<	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth) SDG17(Partnerships for the goals)						

Part B

Modules	Contents	Pedagogy	Hours
UNIT-1	Leadership and business of living, Art and Science of Leadership, Leadership as a process and not a position, Approaches to Leadership, Myths about Leadership	interactive lectures, case studies, experiential learning	12
UNIT-2	Personality and Leadership, Founder as a leader, Developing junior leaders, Courage, Morals and Leadership, Leadership Skills, Leader-Communication	interactive lectures, case studies, experiential learning	12
UNIT-3	Shaping Culture and Values through Leadership, Leadership Diversity, Leading Teams, Developing Vision and Direction, Leading Learning Organizations, Development Planning and Leading Change, Startups, Lifecycle and Leadership choice	interactive lectures, case studies, experiential learning	
UNIT-4	Sources of Leader power, Leader motives, Influence Tactics, Individual attributes of Power, Reputation, Personality and Power, Building Bases of power through Resources, Relationships and Trust, Institutionalization of Power in Organizations, Power Sharing: Empowerment, Participation, Delegation and Empowerment, Power Distribution, Gender and Power, Pitfalls of Power	interactive lectures, case studies, experiential learning	12
UNIT-5	Positive and Negative Politics, Organizational politics and Silos, Coalition Politics, Career Politics, Network politics, Diagnosis of Organizational politics, Survival in the political jungle	interactive lectures, case studies, experiential learning	12

	Part C								
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours					
	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	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	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									

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BComHons

Title of the Course	Customer Relation	onship Management						
Course Code	DCEC-701 MM[T	[]						
			Part A					
Year	4th	Semester	7th	Credits	L	т	Р	С
Tear	4un Semester	Semester	701	Credits	3	0	0	3
Course Type	Theory only	·		·				
Course Category	Discipline Electiv	ves						
Pre-Requisite/s	Students should	have knowledge of customer relations a	nd marketiing.	Co-Requisite/s				
Course Outcomes & Bloom's Level	CO2- Able to ma CO3- Understan CO4- Students a CO5- Students a	he effective and efficient customer relatio anage CRM marketing in order to leverag d the needs in adoption of CRM in the to are able to analyse how to develop custon are trained in of communication in the suc w about the various types of customers a	e CRM technology.(BL2-Understand) urism industry(BL3-Apply) ner relationship based on the custome ccessful handling of customers.(BL5-E	er expectations.(BL4-Analyze)	ate)			
Coures Elements	Skill Developmen Entrepreneurshi Employability ✓ Professsonal Eth Gender X Human Values ✓ Environment X	p X nics √	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth)				

Part B Modules Contents Pedagogy Hours 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. 1 Interactive Lectures, Case Studies, Experiential Learning 9 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. 2 Interactive Lectures, Case Studies, Experiential Learning 9 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. 3 Interactive Lectures, Case Studies, Experiential Learning 9 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. 4 Interactive Lectures Case Studies Experiential Learning 9 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. 5 Interactive Lectures, Case Studies, Experiential Learning 9

		Par	t 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						

	Taite
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.voutube.com/watch?v=SIhESAKE1Tk

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	2	1	-	-	-	-	-	-	-	-	-	2	1	-
CO3	1	1	-	-	-	-	-	-	-	-	-	-	1	-	1
CO4	2	1	-	1	-	-	-	-	-	-	-	-	1	-	-
CO5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1
CO6	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-

Part E



BComHons

Title of the Course	Financial Derivatives								
Course Code	DCEC-702 FM[T]								
			Part A						
Year	4th	Semester	7th	Credits	L	Т	Ρ	С	
rear	401	Semester	701	Credits	3	0	0	3	
Course Type	Theory only							_	
Course Category	Discipline Specific Elect	line Specific Elective							
Pre-Requisite/s		The course will acquaint students with derivative securities, markets, pricing, hedging and trading strategies of derivative instruments, and uses of these instruments with risk management.							
Course Outcomes & Bloom's Level	CO2- Students will be al CO3- Students will be al CO4- Students will be al	ble to Explain the fundamental princi ble to Apply derivative strategies to n ble to Analyze market data to evaluat	oles and theories underlying financial deriva nanage risk in various financial scenarios.(E te the performance and risks associated wit	L3-Apply)		mber)			
Coures Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professsonal Ethics × Gender × Human Values ✓ Environment ×		SDG (Goals)	SDG8(Decent work and economic gro SDG9(Industry Innovation and Infrast SDG12(Responsible consuption and J SDG17(Partnerships for the goals)	ructure)				

Part B

Modules	Contents	Pedagogy	Hours				
UNIT-1	: Introduction to financial markets: Introduction to Derivatives, their uses, applications, markets, trades, common terms, Forwards and Futures, options, bonds, swaps and other derivative instruments	interactive lectures, case studies, experiential learning	12				
UNIT-2	Determination of forward and futures prices: Pricing of futures and forwards on investment assets, commodities, currencies and interest rate, basis risk, cost of carry, arbitrage, convergence,	interactive lectures, case studies, experiential learning	12				
UNIT-3	Hedging strategies using futures: Short hedge and long hedge and using futures, Optimal Hedge Ratio, cross hedging of portfolio and commodities using futures	interactive lectures, case studies, experiential learning	12				
UNIT-4	Introduction to Options: European options, American options, forward-spot parity, putcall parity, exercising American calls early, exercising American puts early	interactive lectures, case studies, experiential learning	12				
UNIT-5	: Basic Option Pricing: The binomial option-pricing model.	interactive lectures, case studies, experiential learning	12				

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Students will investigate a well-known financial derivatives crisis (e.g., the 2008 financial crisis, Long-Term Capital Management collapse) and analyze the role derivatives played in the crisis. They will identify key factors that led to the crisis and propose measures to prevent similar occurrences in the future.	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			

Books Hull, J.C. (2014).Options Futures and other Derivatives. 9th edition, Prentice Hall of India. Neftci, S.N. (2000). An Introduction to the Mathematics of Financial Derivatives. Academic Press. Articles Bartram, S. M. (2019). Corporate hedging and speculation with derivatives. Journal of Corporate Finance, 57, 9-34. References Books Bhalla, V.K. (2012). Investment Management. New Delhi: Sultan Chand Wimott, P. (2012). Quantitative Finance. Wiley & Sons MOOC Courses Videos https://www.youtube.com/watch?v=m3im-iJdhv4

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Part E



BComHons

Title of the Course	International Marke	eting						
Course Code	DCEC-702 MM[T]							
	•	F	Part A					
Year	4th	Semester	7th Credits ts Co-Requisite/s eworks of International Business. (BL1-Remember)	L	т	Р	С	
Tear	401	Semester	701	Credits	3	0	0	3
Course Type	Theory only			·				
Course Category	Discipline Specific Elective							
Pre-Requisite/s	Basic understanding of Business Management concepts Co-Requisite/s							
Course Outcomes & Bloom's Level	CO2- Analyze drivi CO3- Evaluate cha CO4- Compare an	the foundational principles and frameworks of ing and restraining forces impacting Internation allenges and opportunities in International Bus d contrast factors influencing standardization v tical knowledge of macroeconomic terms and	nal Marketing strategies(BL2-Understand iness environments.(BL3-Apply) /ersus adaptation in global markets.(BL4-/) Analyze)				
Coures Elements	Skill Development Entrepreneurship 3 Employability ✓ Professsonal Ethic Gender X Human Values X Environment X	×	SDG (Goals)	SDG4(Quality education)				

		Part B	
Modules	Contents	Pedagogy	Hours
1	Foundations of International Business Introduction to International Business EPRG Framework Driving forces of International Marketing Restraining forces of International Marketing Challenges in International Business Factors encouraging standardization vs. adaptation Macroeconomic terms: CDP, GNP, BoP, BoT Foreign exchange rates, exchange rate determination, and exchange rate regimes	Interactive Lectures, Case Studies, Experiential Learning	9
2	Export Marketing and International Trade Theories Export Marketing: Indirect & Direct Exports Theories of International Trade Internationalization Theories for Entry Modes	Interactive Lectures, Case Studies, Experiential Learning	9
3	Cultural Dimensions in International Business Tools & Techniques for Cultural Dimensions Cross-cultural Sales Negotiations Implications of Hofstede's Work on International Business	Interactive Lectures, Case Studies, Experiential Learning	9
4	Import and Export Processes Concepts of Import & Export Processes Methods of Payments: Bill of Exchange, Letter of Credits INCO Terms Trade Barriers and Customs Procedures Customs House Agents and Bill of Entry	Interactive Lectures Case Studies Experiential Learning	9
5	Global Marketing Strategies Designing a Global Marketing Programme Concept of Marketing Mix in International Context Product Mix and Product Classifications Standardization vs. Adaptation of the International Marketing Mix Customer Value Hierarchy Pricing, Distribution, and Communication Decisions in International Markets	Interactive Lectures, Case Studies, Experiential Learning	9

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5		PBL		15

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

	Part E
Books	Cui, A., Ronkainen, I., & Czinkota, M. (2022). International marketing. South-Western College Publishing.
Articles	Cateora, P. R., Money, R. B., Gilly, M. C., & Graham, J. L. (2019). International marketing (SIE, 18th ed.). McGraw-Hill Education.
References Books	Cateora, P. R., Money, R. B., Gilly, M. C., & Graham, J. L. (2019). International marketing (SIE, 18th ed.). McGraw-Hill Education.
MOOC Courses	
Videos	https://www.youtube.com/watch?v=1YyXprunSfY&list=PLWOx4cbGdwRLMWVWsTKWF1VoMD0dkUWY7

	Course Articulation Matrix														
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	-	-	-	-	-	-	-	-	-	-	1	-	1
CO4	2	1	-	1	-	-	-	-	-	-	-	-	1	-	-
CO5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BComHons

Title of the Course	Corporate Valuation							
Course Code	DCEC-801 FM[T]							
		Par	tA					
Year	4th	Semester	8th	Credits	L	т	Ρ	С
Teal	401	Semester	oui	Creuits	3	0	0	3
Course Type	Theory only			·				
Course Category	Discipline Specific E	Elective						
Pre-Requisite/s	Student should have	e basic knowledge of corporate accounting and I	Excel.	Co-Requisite/s				
Course Outcomes & Bloom's Level	CO2- Understand th CO3- Apply multiple CO4- Analyze the fir	e key objectives and importance of corporate va le process of cost of capital estimation(BL2-Unc is to estimate the value of a company(BL3-App nancial health of distressed companies for valua affectiveness of traditional vs. modern valuation	lerstand) y) tion purposes (BL4-Analyze)					
Coures Elements	Skill Development ✓ Entrepreneurship X Employability ✓ Professsonal Ethics Gender X Human Values X Environment X		SDG (Goals)	SDG4(Quality education)				

		Part B	
Modules	Contents	Pedagogy	Hours
1	Foundations of Corporate Valuation: Introduction to Valuation - Importance and objectives of corporate valuation - Overview of different valuation methods: intrinsic vs. relative - Role of valuation in corporate finance and investment decisions.	Interactive Lectures, Case Studies, Experiential Learning	9
2	Discounted Cash Flow (DCF) Valuation:: Time Value of Money and DCF Basics - Principles of time value of money - Forecasting cash flows: techniques and challenges - Cost of capital estimation: WACC (Weighted Average Cost of Capital).DCF Valuation Techniques: - Terminal value calculation and assumptions - Sensitivity analysis and scenario planning - Real options in valuation: flexibility and strategic value	Interactive Lectures, Case Studies, Experiential Learning	9
3	Relative Valuation Methods: Comparable Company Analysis (CCA) - Understanding comparable company analysis - Selection of comparable companies and transactions - Multiples: P/E, EV/EBITDA, EV/Sales, etc.	Interactive Lectures, Case Studies, Experiential Learning	9
4	Advanced Valuation Techniques: Asset-Based and Sum-of-the-Parts Valuation - Asset- based valuation methods - Sum-of-the-parts valuation: applications and challenges - Valuation in distressed or special situations	Interactive Lectures Case Studies Experiential Learning	9
5	Applied Valuation Scenarios and Emerging Trends: Valuation for mergers and acquisitions - Valuation for IPOs and private placements - Valuation for financial reporting: purchase price allocation, impairment testing. Contemporary Issues and Future Trends - Impact of AI and machine learning on valuation	Interactive Lectures, Case Studies, Experiential Learning	9

Part C

	Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
2		Calculate the discounted cash flow of Tata Motors	PBL		15

	Part D(Marks Distribution)									
Тһеоту										
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										

Books	Part E Koller, T., Goedhart, M., & Wessels, D. (2020). Valuation: Measuring and Managing the Value of Companies (7th ed.). Wiley.			
Articles https://www.mdpi.com/2078-2489/14/2/85				
References Books	amodaran, A. (2022). Investment Valuation: Tools and Techniques for Determining the Value of Any Asset (4th ed.). Wiley India.			
MOOC Courses	https://onlinecourses.nptel.ac.in/noc21_mg93/preview https://onlinecourses.swayam2.ac.in/imb24_mg18/preview			
Videos	https://www.youtube.com/watch?v=VcbU6_CbEpo			

	Course Articulation Matrix														
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	-	-	-	-	-	-	-	-	-	1	-
CO3	1	-	2	-	-	-	-	-	-	-	-	-	1	1	1
CO4	-	1	-	1	-	-	-	-	-	-	-	-	1	-	1
CO5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Part E



BComHons

Title of the Course	Negotiation and Conf	flict Resolution							
Course Code	DCEC-801 HR[T]								
		Part A							
Year	4th	Semester	8th		Credits		L . 3 .	- F	
Course Type	Theory only								
Course Category	Discipline Specific El	lective							
Pre-Requisite/s		his course is designed to facilitate students in rethinking of negotiation as a problem-solving tool and improving eir negotiating skills and confidence when engaging in important real-world negotiations at work and other titings.							
Course Outcomes & Bloom's Level	theorganizationincluc CO2- Demonstrate k (BL2-Understand) CO3- Understand the CO4- Show evidence	role of human resources management as it suppor dingtheeffectivedevelopmentofhumancapitalasanag nowledge of laws that impact behaviour in relations e role of employee benefits and compensation as a o of the ability to analyze, manage and problem sob nowledge of practical application of training and em	entforOrganizationa hips between emplo critical component of ve to deal withthe ch	oyers and employees that of employee performance, nallenges and complexities	ultimately impact the goals productivity and organization of the practice of collective	onal effectiveness.	BL3-	Apply e)	y)
Coures Elements	se Elements Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✓ Gender × Human Values ✓ Environment ×								
		Part B							
Modules		Contents		Ped	agogy	Но	urs		

	Par	t C		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Analyze case studies of successful and unsuccessful negotiation outcomes in multinational team environments.	PBL		15

|--|

	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	Cialdini, R. B. (2008). Influence: Science and practice. New York: Allyn and Bacon Lewicki, R., Barry, B. & Saunders, D. (2015). Essentials of Negotiation (6th ed.). McGraw Hill
Articles	Furlong, G. T. (2020). The conflict resolution toolbox: Models and maps for analyzing, diagnosing, and resolving conflict. John Wiley & Sons.
References Books	Brett, J. M. (2014). Negotiating Globally: How to Negotiate Deals, Resolve Disputes, and Make Decisions Across Cultural Boundaries (3rded.). Jossey-Bass Carrell, M. R., and Heavrin, C. (2008) Negotiating Essentials: Theory, Skills, and Practices. Pearson Prentice Hall.
MOOC Courses	
Videos	https://www.youtube.com/watch?v=wYb_PKTawE4

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



BComHons

Title of the Course	Social Media Mar	keting										
Course Code	DCEC-801 MM[T	DCEC-801 MM[T]										
			Part A									
Year	4th	Semester	8th	Credits	L	т	Р	С				
Tear	401	Seriester	Credits	3	0	0	3					
Course Type	Theory only	neory only										
Course Category	Discipline Specific Elective											
Pre-Requisite/s	The student shou	Id have knowledge of Social Media .		Co-Requisite/s								
Course Outcomes & Bloom's Level	theorganizationin CO2- Demonstra (BL2-Understan CO3- Understan CO4- Show evide	d) d the role of employee benefits and comp ence of the ability to analyze, manage an	capitalasanagentforOrganizational our in relationships between employ rensation as a critical component of d problem solve to deal withthe cha	change.(BL1-Remember) ers and employees that ultimately impact employee performance, productivity and o llenges and complexities of the practice of as it impacts organizational Strategy and o	organizational f collective bar	effectiven gaining(Bl	ess.(BL3- L4-Analy:	Apply) :e)				
Coures Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professsonal Ethics × Gender × Human Values × Environment ×											
			Part B									

	Par	t 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	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 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 marketing.
MOOC Courses	
Videos	https://www.youtube.com/watch?v=I2pwcAVonKI

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Part F



BComHons

Title of the Course	Financial Modeling									
Course Code	DCEC-802 FM[T]									
		Р	art A							
Year	4th	Semester	8th		Credits	1	- 1 3 (C 3
Course Type	Theory only									
Course Category	Discipline Specific	Elective								
Pre-Requisite/s	Student must have	basic knowledge of accounting concepts.			Co-Requisite/s					
Course Outcomes & Bloom's Level	theorganizationincl CO2- Demonstrate (BL2-Understand) CO3- Understand t CO4- Show eviden	he role of human resources management as it is udingtheeffectivedevelopmentofhumancapitala knowledge of laws that impact behaviour in re he role of employee benefits and compensatio ce of the ability to analyze, manage and proble knowledge of practical application of training a	sanagentforOrganizationa lationships between emplo n as a critical component of em solve to deal withthe ch	oyers and employ of employee perfo nallenges and cor	rees that ultimately impact the goals a prmance, productivity and organization nplexities of the practice of collective	onal effective	eness. (BL4-A	(BL3-/	Apply) e)	
Coures Elements	Skill Development - Entrepreneurship > Employability > Professsonal Ethic: Gender × Human Values × Environment ×	<	SDG (Goa	is)	SDG4(Quality education)					
<u> </u>		Р	art B							
Modules		Contents			Pedagogy		Hc	urs		

	Part	t C		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5		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	Benninga, S. (2014). Financial Modelling (4th ed.). The MIT Press
Articles	
References Books	Pignataro, P. (2016). Financial Modelling (3rd ed.). Wiley.
MOOC Courses	Financial Statement Analysis And Reporting
Videos	https://www.youtube.com/watch?v=ZH8Vw-j2Db4 https://www.youtube.com/watch?v=mKBKuuEmzoM https://www.youtube.com/watch?v=Pp_qhxHUziQ

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



BComHons

Title of the Course	Compensation a	Compensation and Benefits									
Course Code	DCEC-802 HR[1	DCEC-802 HR[T]									
			Part A								
Year	444	Semester	8th	Questilite	L	т	Ρ	С			
rear	4th	Semester	80	Credits				3			
Course Type	Theory only										
Course Category	Discipline Electi	ves									
Pre-Requisite/s	A basic underst	anding of human resource managem	ent is desirable.	Co-Requisite/s							
Course Outcomes & Bioom's Level	theorganizationi CO2- Demonstr (BL2-Understa CO3- Understar CO4- Show evic	nd) nd the role of employee benefits and dence of the ability to analyze, manag	mancapitalasanagentforOrganizati shaviour in relationships between er compensation as a critical compone ge and problem solve to deal withth	of onal change. (BL1-Remember) mployers and employees that ultimately in ant of employee performance, productivity e challenges and complexities of the prac ment as it impacts organizational Strategy	and organiz	ational effec tive bargaini	tiveness.(B ng(BL4-An	L3-Apply) alyze)			
Coures Elements	Entrepreneursh Employability ✓ Professsonal Et Gender ✓	Human Values 🗸 SDG12(Responsible consuption and production)									
			Part B								
Modules		Contents		Pedagogy	-		Hour	'S			

	Part C									
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours						
3	Designing a Performance-Based Compensation System for a Sales Team	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					
i i										

	Part E
Books	Armstrong, M. (2016). Armstrong's Handbook of Reward Management Practice (5th ed.). Tata McGraw-Hill.
Articles	1.Lawler, E. E., Benson, G. S., & McDermott, M. (2012). Performance management and reward systems. WorldatWork Journal, 21(4), 19-28. 2.Martono, S., Khoiruddin, M., & Wulansari, N. A. (2018). Remuneration reward management system as a driven factor of employee performance. International Journal of Business & Society, 19.
References Books	Martocchio, J. J. (2017). Strategic Compensation: A Human Resource Management Approach (9th ed.). Pearson.
MOOC Courses	https://www.coursera.org/learn/human-resources-analytics
Videos	https://youtu.be/wwb0tGdEvAY https://youtu.be/RMOQCni4DZM

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



BComHons

Title of the Course	Digital Marketing Ana	lytics							
Course Code	DCEC-802 MM[T]								-
·		Part A							
Year	4th	Semester	8th		Credits		L T 3 C	-	C 3
Course Type	Theory only	L				ļ			-1
Course Category	Discipline Specific El	ective							
Pre-Requisite/s		e a basic understanding of marketing principles, far media platforms. Prior coursework in marketing, cor			Co-Requisit	te/s			
Course Outcomes & Bloom's Level	theorganizationincluc CO2- Demonstrate k (BL2-Understand) CO3- Understand the CO4- Show evidence	role of human resources management as it suppor lingtheeffectivedevelopmentofhumancapitalasanag nowledge of laws that impact behaviour in relations e role of employee benefits and compensation as a e of the ability to analyze, manage and problem sol nowledge of practical application of training and em	entforOrganizationa hips between emplo critical component of ve to deal withthe ch	oyers and employees that of employee performance, allenges and complexities	ultimately impact the goals a productivity and organization of the practice of collective	onal effectiveness.(bargaining(BL4-A	BL3-A	pply) e)	
Coures Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professsonal Ethics Gender × Human Values ✓ Environment ×	/	SD	G (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG10(Reduced inequalit SDG17(Partnerships for th				
		Part B							
Modules		Contents		Peda	agogy	Но	urs		

	Par	t C		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Developing a Comprehensive Digital Marketing Campaign	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	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	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	Financial Statement	Analysis						
Course Code	DCEC-803 FM[T]							
		Part A	ł					
Year	4th	Semester	8th	Credits	L 3	Т 0	P 0	C 3
Course Type	Theory only							
Course Category	Discipline Specific E	lective						
Pre-Requisite/s	and financial reports	lyze financial statements including consolidated fi of various types of entities, to gain ability to apply s in the area of financial reporting, to gain ability to	valuation principles, to familiarize with	Co-Requisite/s				
Course Outcomes & Bloom's Level	theorganizationincluo CO2- Demonstrate k (BL2-Understand) CO3- Understand the CO4- Show evidence	e role of human resources management as it supp dingtheeffectivedevelopmentofhumancapitalasana inowledge of laws that impact behaviour in relation e role of employee benefits and compensation as e of the ability to analyze, manage and problem ss inowledge of practical application of training and e	gentforOrganizational change.(BL1-Remen nships between employers and employees th a critical component of employee performan olve to deal withthe challenges and complexi	nat ultimately impact the goals and strategies of ce, productivity and organizational effectivene ties of the practice of collective bargaining (BL	ss.(B .4-An	L3-A alyze	pply)	
Coures Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professsonal Ethics Gender X Human Values ✓ Environment X		SDG (Goals)	SDG8(Decent work and economic growth) SDG12(Responsible consuption and produc SDG17(Partnerships for the goals)	tion)			
		Part E	3					

Pedagogy

Hours

Contents

Modules

	Par	t C		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
	Evaluate the ethical considerations and implications of different financial reporting practices, such as transparency and disclosure.	PBL	BL5-Evaluate	15

Part D(Marks Distribution)							
Тһеоту							
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	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 Delhi Tata Mc-Graw Hill. Damodaran, A. (2006). Damodaran on Valuation. New York.: Wiley and Sons
MOOC Courses	
Videos	

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	-	-	-	-	-	-	-	-	-	1	1
002	-	1	2	-	-	-	-	-	-	-	-	-	1	-	-
03	-	1	-	-	-	-	-	-	-	-	-	-	-	2	1
04	1	-	-	2	-	-	-	-	-	-	-	-	1	-	3
05	-	1	-	3	-	-	-	-	-	-	-	-	-	-	1
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BComHons

Title of the Course	Diversity and Inclusion							
Course Code	DCEC-803 HR[T]							
	•	Part A						
Year	4th	Semester	8th	Credits	-	_	Р С) 3	
Course Type	Theory only				1 1			
Course Category	Discipline Specific Electiv	Discipline Specific Elective						
Pre-Requisite/s		The students need to have basic knowledge of social structures, human behavior, and cultural dynamics to understand the interplay between individuals and society.						
Course Outcomes & Bloom's Level	theorganizationincludingt CO2- Demonstrate know (BL2-Understand) CO3- Understand the rol CO4- Show evidence of 1	of human resources management as it support: heeffectivedevelopmentofhumancapitalasanage ledge of laws that impact behaviour in relationsh e of employee benefits and compensation as a c the ability to analyze, manage and problem solve ledge of practical application of training and emp	ntforOrganizational change.(BL1-Remember) ips between employers and employees that ulti ritical component of employee performance, pr to deal withthe challenges and complexities of	oductivity and organizational effectiveness.(Bl the practice of collective bargaining(BL4-Ana	L3-Ap alyze)	ply)		
Coures Elements	Skill Development X Entrepreneurship X Employability ✓ Professsonal Ethics ✓ Gender X Human Values ✓ Environment X		SDG (Goals)	SDG4(Quality education)				
	1	Dort D	1	1				

Part B

Pedagogy

Hours

Contents

Modules

	Par	t C		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Study how economic status and abilities contribute to social differentiation and experience variance.	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	Bader, T., & Boesch, D. (2021). Leading global diversity, equity, and inclusion: A guide for systemic change in multinational organizations. Berrett-Koehler Publishers.
Articles	Garg, S., & Sangwan, S. (2021). Literature review on diversity and inclusion at workplace, 2010–2017. Vision, 25(1), 12-22.
References Books	Bell, M., & Leopold, J. (2021). Diversity in organizations (4th ed.). South-Western College Publishing.
MOOC Courses	
Videos	https://www.voutube.com/watch?v=tETTSqS4ZpE

							Cours	e Articulatio	n Matrix						
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	-	-	-	-	-	-	-	-	-	1	-
CO3	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1
CO4	-	1	-	1	-	-	-	-	-	-	-	-	1	-	1
CO5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Part E



BComHons

Title of the Course	Green Marketing	Green Marketing								
Course Code	DCEC-803 MM[DCEC-803 MM[T]								
			Part A							
Year	4tb	Semester	8th	Credits	L	т	Р	С		
fear	401	4th Semester a	001	Credits	3	0	0	3		
Course Type	Theory only	Theory only								
Course Category	Discipline Speci	Discipline Specific Elective								
Pre-Requisite/s	Student should	have knowledge of marketin	g	Co-Requisite/s						
		CO1- Synthesize the role of human resources management as it supports the success of theorganizationincludingtheeffectivedevelopmentofhumancapitalasanagentforOrganizational change (BL1-Remember) CO2- Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization. (BL2-Understand) CO3- Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness. (BL3-Apply) CO4- Show evidence of the ability to analyze, manage and problem solve to deal within the challenges and complexities of the practice of collective bargaining(BL4-Analyze) CO4- Show evidence of the ability to analyze, manage and problem solve to deal within the challenges and complexities of the practice of collective bargaining(BL4-Analyze) CO4- Show evidence of the ability to analyze, manage and employee development as it impacts coranizational Strategy and competitive advantage. (BL5-Revinute)								
Course Outcomes & Bloom's Level	CO2- Demonstr (BL2-Understa CO3- Understar CO4- Show evic	ate knowledge of laws that i nd) nd the role of employee bene dence of the ability to analyz	mpact behaviour in relationship afits and compensation as a cri e, manage and problem solve t	is between employers and employees that ulti tical component of employee performance, pro o deal withthe challenges and complexities of	oductivity and the practice of	l organizational of collective ba	effectivenes gaining(BL4	s.(BL3-Apply -Analyze)		

Part B

Pedagogy

Hours

Contents

Modules

	Par	t C		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ 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 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	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								

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	-	2	-	-	-	-	-	-	-	-	-	1	-	1
CO4	-	1	-	1	-	-	-	-	-	-	-	-	1	-	1
CO5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BBA_Hons

Title of the Course	Dissertation/Rese	Dissertation/Research Project							
Course Code	IDR- 101								
			Part A						
N	411	0	741-	Over diffe	L	Т	Р	С	
Year	4th Semester	7th	Credits	0	0	10	10		
Course Type	Project	Project							
Course Category	Projects and Inte	Projects and Internship							
Pre-Requisite/s	Completion of co	re MBA courses		Co-Requisite/s					
	C01- Synthesize the role of human resources management as it supports the success of theorganizationincludingtheeffectivedevelopmentofhumancapitalasanagentforOrganizational change.(BL1-Remember) C02- Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that utilimately impact the goals and strategies of the organization (BL2-Understand) C03- Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness.(BL3-Apply) C04- Show evidence of the ability to analyze, manage and problem solve to deal withthe challenges and complexities of the practice of collective bargaining(BL4-Analyze) C05- Demonstrate knowledge of practical application of training and employee development as it impacts organizational Strategy and competitive advantage.(BL5-Evaluate) C06- 0								
Course Outcomes & Bloom's Level	theorganizationir CO2- Demonstra (BL2-Understan CO3- Understan CO4- Show evide	ncludingtheeffectivedevelo the knowledge of laws that (d) d the role of employee ber ence of the ability to analy	pmentofhumancapitalasanagent impact behaviour in relationship nefits and compensation as a cri ze, manage and problem solve t	tforOrganizational change.(BL1-Remember) as between employers and employees that ul tical component of employee performance, p to deal withthe challenges and complexities c	oductivity a	nd organization	onal effectiven bargaining(Bl	ess.(BL3-Appl _4-Analyze)	

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

Hours

Pedagogy

Part D(M	arks Distribution)

	Пеоту							
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	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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BComHons

Title of the Course	Dissertation/Research Project							
Course Code	IDR- 101[P]							
			Part A					
~		• •		•	L	т	Р	С
Year	4th	Semester	7th	Credits	0	0	10	10
Course Type	Project	Project						
Course Category	Projects and Inte	Projects and Internship						
Pre-Requisite/s	Completion of co	ore MBA courses		Co-Requisite/s				
	 CO1- Synthesize the role of human resources management as it supports the success of theorganizationincludingtheeffectivedevelopmentofhumancapitalasanagentforOrganizational change. (BL1-Remember) CO2- Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization (BL2-Understand) CO3- Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness. (BL3-Apply) CO4- Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining(BL4-Analyze) CO5- Demonstrate knowledge of practical application of training and employee development as it impacts organizational Strategy and competitive advantage. (BL5-Evaluate) CO6- 0 							
Course Outcomes & Bloom's Level	theorganizationin CO2- Demonstra (BL2-Understar CO3- Understan CO4- Show evid	ncludingtheeffectivedevelo ate knowledge of laws that nd) id the role of employee ber lence of the ability to analy	pmentofhumancapitalasanager impact behaviour in relationshi nefits and compensation as a cr rze, manage and problem solve	tforOrganizational change.(BL1-Remember) ps between employers and employees that u itical component of employee performance, p to deal withthe challenges and complexities	timately imp roductivity a of the practic	nd organizati	onal effectivene bargaining(BI	ess.(BL3-Appl _4-Analyze)

Contents

Modules

	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

Hours

Pedagogy

Part D(Marks Distribution)
Theory

Пеогу									
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation				
	<u> </u>	<u> </u>	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	PO7	PO8	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
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BBA_Hons

Title of the Course	Dissertation/Res	Dissertation/Research Project									
Course Code	IDR- 201										
			Part A								
~			0.1	Cradita	L	Т	Р	С			
Year	4th Semester	8th	Credits	0	0	10	10				
Course Type	Project	roject									
Course Category	Projects and Inte	ernship									
Pre-Requisite/s	Completion of c	ore MBA courses		Co-Requisite/s							
	theorganizationi	includingtheeffectivedevelop	ces management as it supports t pmentofhumancapitalasanagent	forOrganizational change.(BL1-Remember)							
Course Outcomes & Bloom's Level	(BL2-Understan CO3- Understan CO4- Show evid	nd) nd the role of employee ben dence of the ability to analyz	efits and compensation as a crit ze, manage and problem solve t	s between employers and employees that últin ical component of employee performance, pro o deal withthe challenges and complexities of i yee development as it impacts organizational	ductivity ar	nd organization	onal effectivene bargaining(Bl	ess.(BL3-Appl _4-Analyze)			

Contents

Modules

	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						

Hours

Pedagogy

	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	PO7	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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BComHons

Title of the Course	Dissertation/Res	Dissertation/Research Project									
Course Code	IDR- 201[P]										
			Part A								
~		a <i>i</i>	046	Credits	L	Т	Р	С			
Year	4th	Semester	8th	Credits	0	0	10	10			
Course Type	Project	roject									
Course Category	Projects and Inte	ernship									
Pre-Requisite/s	Completion of co	ore MBA courses		Co-Requisite/s							
Course Outcomes & Bloom's Level	theorganizationii CO2- Demonstra (BL2-Understar CO3- Understan CO4- Show evid	ncludingtheeffectivedevelop ate knowledge of laws that nd) nd the role of employee ben dence of the ability to analyz	impact behaviour in relationship nefits and compensation as a cri ze, manage and problem solve t	the success of forOrganizational change (BL1-Remember) is between employers and employees that ulti tical component of employee performance, pro to deal withthe challenges and complexities of oyee development as it impacts organizational	ductivity ar	nd organization	onal effectivene bargaining(Bl	ess.(BL3-Apply L4-Analyze)			

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						

Hours

Pedagogy

	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	PO7	PO8	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	2	1	3	1	-	-	-	-	-	-	-	-	1	-	1
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BComHons

Title of the Course	Internship									
Course Code	ITR- 101[P]	R- 101[P]								
	Part A									
Year	441-	2 martin	741.				-	Т	Р	С
Year	4th	Semester	7th		Credits 0			0	3	3
Course Type	Project				L					
Course Category	Projects and Intern	ship				-				
		tion of the summer internship program and fam lutions encountered during the internship period		ects,	Co-Requisite/s					
Course Outcomes & Bloom's Level	theorganizationincl CO2- Demonstrate (BL2-Understand) CO3- Understand t CO4- Show eviden	e role of human resources management as it a udingtheeffectivedevelopmentofhumancapitalas knowledge of laws that impact behaviour in rel he role of employee benefits and compensatior ce of the ability to analyze, manage and proble knowledge of practical application of training a	sanagentforOrganizationa ationships between emplo n as a critical component o m solve to deal withthe ch	oyers and employ of employee perf allenges and co	vees that ultimately impact the goals ormance, productivity and organization mplexities of the practice of collective	onal effectiv bargaining	/enes g (BL4	s.(BL3 -Analy	-Apply ze)	y)
Coures Elements	Skill Development → Entrepreneurship ✓ Employability ✓ Professsonal Ethic: Gender × Human Values ✓ Environment ×	1	SDG (Goa	SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG12(Responsible consuption and production) SDG13(Climate action) SDG17(Partnerships for the goals)						
		Pa	art B							
Modules		Contents			Pedagogy		ŀ	lours		

	Par	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				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	

							Cours	e Articulatio	on Matrix						
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	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	Service Marketing									
Course Code	MBA -304 MM [T]	MBA-304 MM [T]									
			Part A								
Year	2nd	Semester	3rd	Credits	L	Т	Ρ	С			
leai	2110	Zild Semester	310	Credits	4	0	0	4			
Course Type	Theory only		1								
Course Category	Discipline Elective	Discipline 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	theorganizationinc CO2- Demonstrate (BL2-Understand CO3- Understand	C01- Synthesize the role of human resources management as it supports the success of theorganizationincludingtheeffectivedevelopmentofhumancapitalasanagentforOrganizational change. (BL1-Remember) C02- Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization. (BL2-Understand) C03- Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness. (BL3-Apply) C03- Understand the role of the ability to analyze, manage and problem solve to deal withthe challenges and complexities of the practice of collective bargaining(BL4-Analyze) C04- Show evidence of the ability to analyze, manage and problem solve to deal withthe challenges and complexities of the practice of collective bargaining(BL4-Analyze) C05- Demonstrate knowledge of practical application of training and employee development as it impacts organizational Strategy and competitive advantage. (BL5-Evaluate)									
	CO5- Demonstrate CO6- ()		nd problem solve to deal withthe cha	llenges and complexities of the practice of	collective b	argaining(BL4-Analy	ze)			
Coures Elements		e knowledge of practical application of ✓ ★	nd problem solve to deal withthe cha	llenges and complexities of the practice of	collective b ompetitive a	argaining(BL4-Analy	ze)			
Coures Elements	CO6- () Skill Development Entrepreneurship : Employability ✓ Professsonal Ethic Gender × Human Values ×	e knowledge of practical application of ✓ ★	nd problem solve to deal withthe cha training and employee development	llenges and complexities of the practice of or as it impacts organizational Strategy and co SDG4(Quality education)	collective b ompetitive a	argaining(BL4-Analy	ze)			

	Par	t 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=si7jhr10ls https://voutu.be/ThXUREwvZFc

				1	1	1							1	1	
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	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 Manageme	ent									
Course Code	MBA-201[T]										
		Part A									
Year	1st	st Semester 2nd							Р С) 3		
Course Type	Theory only	ry only									
Course Category	Discipline Core	cipline Core									
Pre-Requisite/s		ents should have a basic understanding of marketing principles, consumer behavior, market research techniques, nunication skills, analytical thinking, and awareness of digital marketing trends and strategies.									
Course Outcomes & Bloom's Level	theorganizationinclud CO2- Demonstrate ki (BL2-Understand) CO3- Understand the CO4- Show evidence	role of human resources management as it supports ingtheeffectivedevelopmentofhumancapitalasanage nowledge of laws that impact behaviour in relationshi e role of employee benefits and compensation as a c o of the ability to analyze, manage and problem solve nowledge of practical application of training and emp	ntforOrganizationa ps between emplo ritical component o to deal withthe ch	oyers and employees that ult of employee performance, pr nallenges and complexities of	oductivity and organization f the practice of collective	onal effectiveness.(BL bargaining(BL4-Ana	3-Ap yze)	oply)			
Coures Elements	Skill Development ✓ Entrepreneurship X Employability ✓ Professsonal Ethics X Gender X Human Values X Environment X										
	Part B										
Modules		Contents		Pedagogy		Hours					

	Part	t 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	tal Marks Minimum Passing Marks External Evaluation Min. External Evaluation Internal Evaluation Min. Internal Evaluation									
100	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/TL0K0Ah17kE https://youtu.be/IG0W39GWDal https://outu.be/IDIXC0aaxJM

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	1	-	1	2	-	1	1	-	-	-	-	-	2	1
002	2	-	1	1	-	3	3	1	-	-	-	-	1	3	-
CO3	1	1	-	1	-	2	-	1	-	-	-	-	1	1	1
204	2	1	3	1	1	-	1	2	-	-	-	-	1	1	2
005	1	-	3	2	-	2	2	1	-	-	-	-	-	1	2
06	2	-	1	-	1	-	2	-	-	-	-	-	2	1	-

Part E



MBA-Dual_Specialization

	Financial Manage	ment									
Course Code	MBA-203[T]										
			Part A								
Year	1st	Semester	2nd	Credits	L	т	Р	С			
Tear	ISL	Semester	2110	Credits	4	0	0	4			
Course Type	Theory only	y only									
Course Category	Discipline Elective	Discipline Electives									
Pre-Requisite/s	Familiarity with ba	sic accounting and a logical mind-	set to grasp the nuances of finance.	Co-Requisite/s							
Course Outcomes	theorganizationing CO2- Demonstrat		gement as it supports the success of umancapitalasanagentforOrganizational			otrotogiog	of the or				
& Bloom's Level	CO4- Show evide	 the role of employee benefits and nce of the ability to analyze, mana 	compensation as a critical component o ge and problem solve to deal withthe cha	yers and employees that ultimately impact f employee performance, productivity and allenges and complexities of the practice o as it impacts organizational Strategy and	organizational of collective ba	effectiven rgaining(B	ess.(BL3-	Apply) ze)			
	CO3- Understand CO4- Show evide CO5- Demonstrat	the role of employee benefits and nece of the ability to analyze, mana e knowledge of practical application t ✓	compensation as a critical component o ge and problem solve to deal withthe cha	f employee performance, productivity and allenges and complexities of the practice o	organizational of collective bar competitive ac	effectiven rgaining(B	ess.(BL3-	Apply) ze)			
& Bloom's Level	CO3- Understand CO4- Show evide CO5- Demonstrat CO6- () Skill Developmen Entrepreneurship Employability √ Professsonal Ethi Gender × Human Values ×	the role of employee benefits and nece of the ability to analyze, mana e knowledge of practical application t ✓	compensation as a critical component o ge and problem solve to deal withthe chan on of training and employee development	f employee performance, productivity and allenges and complexities of the practice of as it impacts organizational Strategy and SDG4(Quality education)	organizational of collective bar competitive ac	effectiven rgaining(B	ess.(BL3-	Apply) ze)			

	Par	t 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	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										

	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 Articulation 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 Entr	repreneurship								
Course Code	MBA-204[T]									
		Pa	art A							
Year	1st	Semester	2nd	Credits	L 3	Т 0	P 0	C 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	theorganizationincl CO2- Demonstrate (BL2-Understand) CO3- Understand t CO4- Show eviden	he role of human resources management as it a ludingtheeffectivedevelopmentofhumancapitalas knowledge of laws that impact behaviour in rel) the role of employee benefits and compensatior ice of the ability to analyze, manage and proble knowledge of practical application of training a	sanagentforOrganizational change (BL1 ationships between employers and emp n as a critical component of employee p m solve to deal withthe challenges and	loyees that ultimately impact the goals a erformance, productivity and organizatio complexities of the practice of collective	onal effectiven bargaining(B l	ess.(BL _4-Ana	3-Apply lyze)	y)		
Coures Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professsonal Ethics × Gender × Human Values × Environment ×									
		Pa	art B							
Modules	Contents Pedagogy									
Part C										

	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	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	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

							Cours	e Articulatio	on Matrix						
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 Ope	rations Management						
Course Code	MBA-205[T]							
		Pa	rt A					
Year	1st	Semester	2nd	Credits	L 3	Т 0	P 0	C 3
Course Type	Theory only							
Course Category	Discipline Core							
Pre-Requisite/s		ve a basic understanding of supply chain basics esses, knowledge of quality management princi		Co-Requisite/s				
Course Outcomes & Bloom's Level	theorganizationinclu CO2- Demonstrate (BL2-Understand) CO3- Understand th CO4- Show evidence	e role of human resources management as it su udingtheeffectivedevelopmentofhumancapitalass knowledge of laws that impact behaviour in rela ne role of employee benefits and compensation ze of the ability to analyze, manage and problem knowledge of practical application of training an	anagentforOrganizational change (BL1-Rem tionships between employers and employee as a critical component of employee perform solve to deal withthe challenges and compl	is that ultimately impact the goals and strate nance, productivity and organizational effec lexities of the practice of collective bargaini	tiveness	S.(BL3 Analy	-Appl ze)	y)
Coures Elements	Skill Development J Entrepreneurship X Employability J Professsonal Ethics X Gender X Human Values X Environment X							

Pedagogy

Hours

Contents

Modules

	Par	t 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)
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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
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 Methodolog	gy Using SPSS							
Course Code	MBA-206[T]								
		Par	tA						
Year	1st	Semester	2nd		Credits	L	Т 0	P 0	C 3
Course Type	Theory only								
Course Category	Discipline Core								
Pre-Requisite/s	Students should have	e an elementary level understanding of Researc	ch Methodology.		Co-Requisite/s				
		role of human resources management as it sup							
Course Outcomes & Bloom's Level	CO2- Demonstrate k (BL2-Understand) CO3- Understand the CO4- Show evidence	dingtheeffectivedevelopmentofhumancapitalasa nowledge of laws that impact behaviour in relati a role of employee benefits and compensation a e of the ability to analyze, manage and problem nowledge of practical application of training and	ionships between emplo as a critical component of solve to deal withthe ch	oyers and employees of employee performa nallenges and complex	that ultimately impact the goals a nce, productivity and organization kities of the practice of collective	nal effectiveness. bargaining(BL4-/	(BL3-/	Apply) ∋)	
	CO2- Demonstrate k (BL2-Understand) CO3- Understand the CO4- Show evidence CO5- Demonstrate k	nowledge of laws that impact behaviour in relati a role of employee benefits and compensation a a of the ability to analyze, manage and problem nowledge of practical application of training and	ionships between emplo as a critical component of solve to deal withthe ct d employee developmen	oyers and employees of employee performa nallenges and complex	that ultimately impact the goals a nce, productivity and organization kities of the practice of collective	nal effectiveness. bargaining(BL4-/	(BL3-/	Apply) ∋)	
& Bloom's Level	CO2 ⁻ Demonstrate k (BL2-Understand th CO3- Understand th CO4- Show evidence CO5- Demonstrate k CO6- () Skill Development ✓ Entrepreneurship X Employability ✓ Professsonal Ethics : Gender X Human Values X	nowledge of laws that impact behaviour in relati a role of employee benefits and compensation a a of the ability to analyze, manage and problem nowledge of practical application of training and	ionships between emplo as a critical component of solve to deal withthe cr d employee developmer SDG (oyers and employees of employee performa nallenges and comple- nt as it impacts organiz	that últimately impact the goals a nce, productivity and organizatio ities of the practice of collective cational Strategy and competitive	nal effectiveness. bargaining(BL4-/	(BL3-/	Apply) ∋)	

	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	-					

							Cours	e Articulatio	on Matrix						
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	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										
Course Code	MBA-208[T]										
Part A											
Year	1st	Semester	2nd		Credits		L	т	Р	С	
							3	0	0	3	
Course Type	Theory only										
Course Category	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 J Entrepreneurship J Entropreneurship J Employability J Professsonal Ethics J SDG (Goals) Gender X Human Values X Environment X Environment X					ion)					
Part B											
Modules	Contents Pedagogy					Hours					
		Pa	tC								

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.					
Articles	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					

Course Articulation Matrix COs PO1 PO2 PO3 PO4 PO5 P06 PO7 PO8 PO9 PO10 PO11 PO12 PSO1 PSO2 PSO3 CO1 2 1 1 2 1 1 1 1 CO2 2 3 2 1 1 1 1 1 1 CO3 1 1 1 2 2 2 3 1 1 -CO4 3 1 2 2 1 3 1 1 1 1 -----CO5 2 2 3 1 2 1 1 -1 -----CO6 2 1 1 _ 1 1 ---1 1 -



MBA-Dual_Specialization

Title of the Course	Workshop on SPSS						-		-		
Course Code	MBA-209[P]	3A-209[P]									
		Part A									
Year	1st	Semester	2nd		Credits	i	L 1 0 0		-		
Course Type	Lab only	-									
Course Category	Discipline Core	Jiscipline Core									
Pre-Requisite/s	This SPSS workshop Excel.	his SPSS workshop requires the students to have a basic understanding of statistics and proficiency in Microsoft co-Requisite/s									
Course Outcomes & Bloom's Level	theorganizationincluc CO2- Demonstrate k (BL2-Understand) CO3- Understand the CO4- Show evidence	e role of human resources management as it suppor dingtheeffectivedevelopmentofhumancapitalasanag inowledge of laws that impact behaviour in relations e role of employee benefits and compensation as a e of the ability to analyze, manage and problem solv inowledge of practical application of training and em	entforOrganizationa hips between emplo critical component ve to deal withthe ch	oyers and employees that u of employee performance, nallenges and complexities	Itimately impact the goals productivity and organization of the practice of collective	onal effectiveness.(bargaining(BL4-A	BL3-A nalyze	pply))			
Coures Elements	Skill Development ✓ Entrepreneurship X Employability ✓ Professsonal Ethics Gender X Human Values X Environment X		SC	IG (Goals)	SDG4(Quality education)						
•		Part B									
Modules		Contents	Pedagogy			Ηοι	Hours				

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

ſ

	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	

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	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]	MBA-301[T]								
	Part A									
Year	2nd	Semester 3rd Credits L T 3 0 0 0 0 0						P 0	C 3	
Course Type	Theory only				I		1		4	
Course Category	Course Category Disciplinary Major									
Pre-Requisite/s		A basic understanding of spreadsheet software (such as Microsoft Excel) and foundational knowledge in nanagement and business decision-making.								
Course Outcomes & Bloom's Level	theorganizationincluo CO2- Demonstrate k (BL2-Understand) CO3- Understand the CO4- Show evidence	e role of human resources management as it dingtheeffectivedevelopmentofhumancapitala nowledge of laws that impact behaviour in re e role of employee benefits and compensatic e of the ability to analyze, manage and probl nowledge of practical application of training	asanagentforOrganizationa elationships between emplo on as a critical component o em solve to deal withthe ch	oyers and emplo of employee per nallenges and c	oyees that ultimately impact the goals a rformance, productivity and organization omplexities of the practice of collective	nal effectiven bargaining(B	ess.(BL L4-Ana	.3-Appl lyze)	ly)	
Coures Elements	Skill Development ✓ Entrepreneurship × Employability ✓ Professonal Ethics Gender × Human Values × Environment ×	ttrepreneurship X nployability ✓ ofesssonal Ethics X ender X iman Values X			SDG8(Decent work and economic gro SDG11(Sustainable cities and econor SDG12(Responsible consuption and I SDG17(Partnerships for the goals)	nies)				
		F	Part B							
Modules		Contents			Pedagogy		Hours			

	Par	t 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)					
Тһеоту						
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.
Articles	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	

Course Articulation Matrix COs PO1 PO2 PO3 PO4 PO5 P06 PO7 PO8 PO9 PO10 PO11 PO12 PSO1 PSO2 PSO3 CO1 1 1 1 1 1 1 CO2 2 2 2 1 1 1 1 1 ---CO3 1 1 1 1 2 1 1 _ -CO4 1 2 1 1 1 1 -------_ CO5 1 2 1 1 2 1 1 -------CO6 1 1 -_ 1 ----1 ---



Title of the Course	Digital Banking System								
Course Code	MBA-303 FM[T]								
	Part A								
Year	2nd	Semester	3rd		Credits		L . 3 (-	-
Course Type	Theory only						11_		
Course Category	Discipline Electives								
Pre-Requisite/s	The students will have technology.	ne students will have Basic understanding of traditional banking concepts and familiarity with information Co-Requisite/s							
Course Outcomes & Bloom's Level	theorganizationincludin CO2- Demonstrate kno (BL2-Understand) CO3- Understand the r CO4- Show evidence of	ble of human resources management as it suppo gtheeffectivedevelopmentofhumancapitalasanag owledge of laws that impact behaviour in relations cole of employee benefits and compensation as a of the ability to analyze, manage and problem sol- wildge of practical application of training and em-	entforOrganizationa ships between emplo critical component of ve to deal withthe ch	oyers and employees that of employee performance, nallenges and complexities	ultimately impact the goals a productivity and organization of the practice of collective	onal effectiveness.(bargaining(BL4-A	BL3-A	pply) e)	
Coures Elements	Skill Development ✓ Entrepreneurship × Employability ✓ Professsonal Ethics × Gender × Human Values × Environment ×	repreneurship X Joyability V fessonal Ethics X der X nan Values X							
	•	Part B	•		•				
Modules		Contents		Peda	agogy	Но	urs		

	Par	t 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	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

	Course Articulation Matrix														
COs	P01	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	-



Title of the Course	Human Resource Analytics									
Course Code	MBA-303 HR [T]									
·		Part A								
Year	2nd	Semester	3rd		Cred	its	_		P C 0 4	
Course Type	Theory only	neory only								
Course Category	Discipline Electives									
		udents need to have a basic understanding of human resource management concepts, familiarity with data analysis ols, and proficiency in interpreting organizational metrics.								
Course Outcomes & Bloom's Level	C01- Synthesize the role of human resources management as it supports the success of theorganizationincludingtheeffectivedevelopmentofhumancapitalasanagentforOrganizational change.(BL1-Remember) C02- Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization. (BL2-Understand) C03- Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness.(BL3-Apply) C03- Understand the role of the ability to analyze, manage and problem solve to deal withthe challenges and complexities of the practice of collective bargaining(BL4-Analyze) C04- Show evidence of the ability to analyze, manage and problem solve to deal withthe challenges and complexities of the practice of collective bargaining(BL4-Analyze) C05- Demonstrate knowledge of practical application of training and employee development as it impacts organizational Strategy and competitive advantage.(BL5-Evaluate) C06- ()									
Coures Elements	Skill Development ✓ Entrepreneurship X Employability ✓ Professsonal Ethics X Gender X Human Values X Environment X		5	SDG (Goals) SDG4(Quality		ucation)				
•	Part B									
Modules		Contents		Pedagogy		Hours				

	Par	t 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. Colakog(u, 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

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	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	-



Title of the Course	Security Analysis	Security Analysis and Portfolio Management								
Course Code	MBA-304 FM [T]	MBA-304 FM [T]								
	Part A									
Year	2nd	Semester	3rd	Credits	L	Т	Р	С		
fear	Zna	Semester	3rd	Credits	3	0	0	3		
Course Type	Theory only	Theory only								
Course Category	Discipline Elective	Discipline Electives								
Pre-Requisite/s	A basic understar	nding of taxation as a concept is d	desirable.	Co-Requisite/s						
Course Outcomes & Bloom's Level	theorganizationin CO2- Demonstrat (BL2-Understand CO3- Understand CO4- Show evide	C01- Synthesize the role of human resources management as it supports the success of theorganizationincludingtheeffectivedevelopmentofhumancapitalasanagentforOrganizational change.(BL1-Remember) C02- Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization. (BL2-Understand) C03- Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness.(BL3-Apply) C04- Show evidence of the ability to analyze, manage and problem solve to deal withthe challenges and complexities of the practice of collective bargaining(BL4-Analyze) C05- Demonstrate knowledge of practical application of training and employee development as it impacts organizational Strategy and competitive advantage.(BL5-Evaluate) C06- D								
	CO6- ()	te knowledge of practical applicat		iththe challenges and complexities of the			iining (BL4-A	nalyze)		
Coures Elements	CO6- () Skill Developmen Entrepreneurship Employability ✓ Professonal Eth Gender × Human Values × Environment ×	tt√ ×		iththe challenges and complexities of the	owth)		iining (BL4-A	nalyze)		
Coures Elements	Skill Developmen Entrepreneurship Employability ✓ Professsonal Ethi Gender X Human Values X	tt√ ×	ion of training and employee deve	in the challenges and complexities of the elopment as it impacts organizational Str SDG4(Quality education) SDG8(Decent work and economic gr SDG10(Reduced inequalities) SDG12(Responsible consuption and	owth)		iining (BL4-A	nalyze)		

	Par	t 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
	https://youtu.be/h2YVStgnhSc https://youtu.be/ILj5hT N3TU

	Course Articulation Matrix														
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



Title of the Course	Talent Management											
Course Code	MBA-304 HR [T]											
		1	Part A									
Year	2nd	Semester	3rd		Credits	L 3	т 0	P 0	C 3			
Course Type	Theory only	heory only										
Course Category	Discipline Electives											
Pre-Requisite/s		The students will have Basic understanding of human resource management concepts and organizational behavior. Co-Requisite/s										
Course Outcomes & Bloom's Level	theorganizationinclu CO2- Demonstrate & (BL2-Understand) CO3- Understand th CO4- Show evidence	e role of human resources management as in dingtheeffectivedevelopmentofhumancapital knowledge of laws that impact behaviour in r ue role of employee benefits and compensati e of the ability to analyze, manage and prob knowledge of practical application of training	asanagentforOrganizational c elationships between employe on as a critical component of e lem solve to deal withthe chall	ers and empl employee pe lenges and c	oyees that ultimately impact the goals an orformance, productivity and organization complexities of the practice of collective b	al effectiver argaining(E	ess.(Bl	_3-App	oly)			
Coures Elements	ures Elements Skill Development X Entrepreneurship ✓ Employability ✓ Professsonal Ethics X Gender X Human Values X Environment X											
		I	Part B									
Modules Contents Pedagogy								3				

	Par	tC		
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	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	40 60 18 40									
			Practical							
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					

	Part E
Books	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	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. (Explores talent management practices within a global context)
References Books	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. (Focuses on building high-performing teams through talent management practices)
MOOC Courses	
Videos	https://www.youtube.com/watch?v=NwufHwariTI

	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	-	-
CO2	-	1	-	-	1	-	-	1	-	-	-	-	-	2	-
CO3	2	-	1	1	-	1	-	-	-	-	-	-	-	-	3
CO4	1	1	-	-	2	-	1	-	-	-	-	-	1	-	-
CO5	-	1	-	2	-	-	2	-	-	-	-	-	-	1	-
CO6	1	-	1	-	2	-	-	1	-	-	-	-	-	-	1



MBA-Dual_Specialization

Title of the Course	Financial Analytics											
Course Code	MBA-305 FM[T]											
		Part A										
Year	2nd	Semester	3rd		Cred	its	L 4	T F 0 0				
Course Type	Theory only	eory only										
Course Category	Specialization Elective	pecialization Elective Courses										
Pre-Requisite/s		ficiency in statistics, understanding of financial markets, familiarity with financial software/lools, knowledge of gramming languages like Python/R, and critical thinking skills for data interpretation are desirable Co-Requisite/s										
Course Outcomes & Bloom's Level	theorganizationincluding CO2- Demonstrate know (BL2-Understand) CO3- Understand the ro CO4- Show evidence of	le of human resources management as it supports theeffectivedevelopmentofhumancapitalasanager wledge of laws that impact behaviour in relationshi ble of employee benefits and compensation as a ci i the ability to analyze, manage and problem solve wledge of practical application of training and emp	ntforOrganizationa ps between emplo ritical component of to deal withthe ch	oyers and employees that ult of employee performance, pr nallenges and complexities of	oductivity and organization	onal effectiveness.(BL bargaining(BL4-Ana	.3-Ap	pply))				
Coures Elements	Skill Development ✓ Entrepreneurship X Employability ✓ Professonal Ethics X Gender X Human Values X Environment X	Entrepreneurship X Employability ✓ Professsonal Ethics X Gender X Human Values X										
		Part B										
Modules		Contents		Pedag	ogy	Hours						

	Par	t 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	tal 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

	Course Articulation Matrix														
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	L	Т	Ρ	С		
i cui	Zild	Concester	old		oreans	3	0	0	3		
Course Type	Theory only										
Course Category	Discipline Electives										
Pre-Requisite/s	Students need to have basic understanding of human resource management and organizational behavior. Co-Requisite/s										
Course Outcomes & Bloom's Level	theorganizationinclu CO2- Demonstrate B (BL2-Understand) CO3- Understand th CO4- Show evidence	a role of human resources management as dingtheeffectivedevelopmentofhumancapita knowledge of laws that impact behaviour in the role of employee benefits and compensate e of the ability to analyze, manage and prot knowledge of practical application of training	alasanagentforOrganizationa relationships between emplo tion as a critical component o blem solve to deal withthe ch	oyers and em of employee nallenges and	nployees that ultimately impact the goals a performance, productivity and organization d complexities of the practice of collective	nal effectiv bargaining	eness.((BL4-A	BL3-App nalyze)	oly)		
Coures Elements	Skill Development ✓ Entrepreneurship × Entrepreneurship × Employability ✓ Professional Ethics × SDG (Goals) Gender ✓ SDG3(Decent work and economic growth) Human Values ✓ Environment ×										
			Part B								
Modules		Contents			Pedagogy		Ηοι	irs			
			Dort C								

	Fa			
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	on 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. 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	

Course Articulation Matrix COs PO1 PO2 PO3 PO4 PO5 P06 PO7 PO8 PO9 PO10 PO11 PO12 PSO1 PSO2 PSO3 CO1 1 1 1 1 1 CO2 2 2 1 1 1 1 1 --CO3 1 2 2 2 2 ---CO4 2 1 2 1 1 1 1 -------CO5 2 1 2 2 1 1 1 -------CO6 2 1 1 1 1 -1 ---1 --



Title of the Course	Brand Management								
Course Code	MBA-305 MM[T]								
			Part A						
Year	2nd	Semester	3rd		Credits	L	т	Р	С
Teal	2110	Semester	510		Credits	3	0	0	3
Course Type	Theory only								
Course Category	Discipline Core								
Pre-Requisite/s	A basic understa	anding of strategy and marketing is o	lesirable.		Co-Requisite/s				
Course Outcomes & Bloom's Level	theorganizationii CO2- Demonstra (BL2-Understar CO3- Understan CO4- Show evid	nd) Id the role of employee benefits and lence of the ability to analyze, mana	umancapitalasanagentforOrganiza ehaviour in relationships between compensation as a critical compoi ge and problem solve to deal witht	ational ch employe nent of e the challe	hange. (BL1-Remember) ers and employees that ultimately imp employee performance, productivity a lenges and complexities of the practic as it impacts organizational Strategy a	ind organiza ce of collectiv	tional effecti /e bargainin	veness.(BL3 g(BL4-Analy	-Apply) /ze)
Coures Elements	Skill Development × Entrepreneurship × Employability ✓ SDG4(Quality education) Professsonal Ethics × Gender × SDG4(Quality education) Human Values × Environment × SDG12(Responsible consuption and production)								
	Part B								
Modules	Contents Pedagogy						Hours		

	Par	tC		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Creating a Brand Revitalization Strategy for a Legacy Product	PBL	BL6-Create	15

Part D(Marks Distribution)									
	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	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation				

	Part E
Books	Kotler, P., & Keller, K. L. (2016). Marketing Management (15th Global ed.). Pearson.
Articles	Shocker, A. D., Srivastava, R. K., & Ruekert, R. W. (1994). Challenges and opportunities facing brand management: An introduction to the special issue. Journal of Marketing Research, 31(2), 149–158. 2. Bernard, P., Hulbert, J. M., & Pitt, L. F. (1999). Brand management prognostications. MIT Sloan Management Review, 40(2), 53.
References Books	Elliott, R. H., Rosenbaum-Elliott, R., Percy, L., & Pervan, S. (2015). Strategic brand management. Oxford University Press, USA.
MOOC Courses	https://www.coursera.org/learn/brand-management
Videos	https://youtu.be/90Z_Y-pNim8 https://www.youtube.com/watch?v=HKk6YAj 59U

							Cours	e Articulatio	on Matrix						
COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	P011	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	2	1	-	-	-	-	-	1	1	-
CO2	-	2	1	1	-	3	3	2	-	-	-	-	-	1	1
CO3	1	-	2	1	2	-	2	1	-	-	-	-	2	1	-
CO4	-	1	3	1	-	1	-	1	-	-	-	-	1	1	-
CO5	-	1	3	-	2	-	1	-	-	-	-	-	-	3	1
CO6	1	2	-	1	-	-	1	1	-	-	-	-	1	2	1



MBA-Dual_Specialization

Title of the Course	Supply Chain Analytics	Supply Chain Analytics								
Course Code	MBA-401 [T]									
		Part	A							
Year	2nd	Semester	4th	Credits			P 0	C 3		
Course Type	Theory only									
Course Category	Disciplinary Major									
Pre-Requisite/s	tools, such as Excel a	tanding of supply chain management principles nd familiarity with statistical methods and busin hniques to supply chain challenges.		Co-Requisite/s						
Course Outcomes & Bloom's Level	theorganizationincludi CO2- Demonstrate kn (BL2-Understand) CO3- Understand the CO4- Show evidence	role of human resources management as it sup ngtheeffectivedevelopmentofhumancapitalasan owledge of laws that impact behaviour in relation role of employee benefits and compensation as of the ability to analyze, manage and problem s owledge of practical application of training and	agentforOrganizational change. (BL1-Remeinships between employers and employees a critical component of employee performation over the deal with the challenges and complexity of the statement o	that ultimately impact the goals and strategies nce, productivity and organizational effectiver kilies of the practice of collective bargaining (E	ness.(I BL4-A	3L3-A	pply)			
Coures Elements	Skill Development ✓ Entrepreneurship X Entrepreneurship X SDG3(Good health and well-being) Employability ✓ SDG3(Decent work and economic growth) Professsonal Ethics X SDG (Goals) Gender X Human Values X Environment X SDG17(Partnerships for the goals)									
		Part	В							

Modules	Contents	Pedagogy	Hours

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	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	-	2
CO4	-	1	-	1	-	1	-	-	-	-	-	-	1	-	-
CO5	1	1	-	-	1	1	-	1	-	-	-	-	-	1	1
CO6	1	1	-	1	-	-	1	1	-	-	-	-	-	-	1

Course Articulation Matrix



Title of the Course	Foreign Exchange Ma	nagement								
Course Code	MBA-403 FM [T]									
		Par	tA							
Year	2nd	Semester	4th		Credits	-	L 3	Т 0	P 0	C 3
Course Type	Theory only	L	1		I		l		1	
Course Category	Discipline Specific Ele	ective					-			
Pre-Requisite/s		standing of international finance and basic eco and currency markets is beneficial for effective			Co-Requisite/s					
Course Outcomes & Bloom's Level	theorganizationinclud CO2- Demonstrate kr (BL2-Understand) CO3- Understand the CO4- Show evidence	role of human resources management as it su ingtheeffectivedevelopmentofhumancapitalass lowledge of laws that impact behaviour in relat role of employee benefits and compensation a of the ability to analyze, manage and problem lowledge of practical application of training and	inagentforOrganizationa tionships between emplo as a critical component o solve to deal withthe ch	oyers and employee of employee perform nallenges and comp	es that ultimately impact the goals nance, productivity and organizatio elexities of the practice of collective	onal effective bargaining(I	eness. BL4-A	(BL3-/	Apply e)	
Coures Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professsonal Ethics > Gender X Human Values X Environment X	<	SDG (Go	oals)	SDG8(Decent work and econom SDG10(Reduced inequalities) SDG12(Responsible consuption SDG17(Partnerships for the goal	and production	on)			
		Par	t B							
Modules		Contents			Pedagogy		Но	urs		

	Par	t C		
Modules	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)	
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			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.
MOOC Courses	Economics of Banking and Financial Markets(https://nptel.ac.in/courses/110/104/110104132/) Foreign Exchange Markets: Concepts, Instruments, Risks, and Derivatives (https://iimbx.iimb.ac.in/courses/course-v1:IIMBx+RM01x+2023_T1/about
Videos	

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	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
203	1	-	2	2	1	3	-	1	-	-	-	-	1	3	-
204	-	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 Human	Resource Management						
Course Code	MBA-403 HR[T]							
			Part A					
Year	2nd	Semester	4th	Credits	L	т	Р	С
Tear	2110	Semester	401	Creats	4	0	0	4
Course Type	Theory only							
Course Category	Discipline Specific E	lective						
Pre-Requisite/s	Student should have	a basic understanding of the Huma	n Resource Management.	Co-Requisite/s				
		e role of human resources managem	ent as it supports the success of					
Course Outcomes & Bloom's Level	CO2- Demonstrate k (BL2-Understand) CO3- Understand th CO4- Show evidence	knowledge of laws that impact behave e role of employee benefits and com e of the ability to analyze, manage a	pensation as a critical component of e nd problem solve to deal withthe challe	ange, (BL1-Remember) rs and employees that ultimately impact the mployee performance, productivity and orga enges and complexities of the practice of co it impacts organizational Strategy and com	anizational ef llective barga	ffectivene	ss.(BL3-A 4-Analyze	.pply) e)
	CO2- Demonstrate k (BL2-Understand) CO3- Understand th CO4- Show evidence CO5- Demonstrate k	cnowledge of laws that impact behave e role of employee benefits and com e of the ability to analyze, manage a knowledge of practical application of	riour in relationships between employe pensation as a critical component of e nd problem solve to deal withthe challe	rs and employees that ultimately impact the mployee performance, productivity and orga enges and complexities of the practice of co	anizational ef llective barga petitive adva	ffectivene	ss.(BL3-A 4-Analyze	.pply) e)
& Bloom's Level	CO2- Demonstrate k (BL2-Understand) CO3- Understand th CO4- Show evidence CO5- Demonstrate k CO6- () Skill Development √ Entrepreneurship X Employability √ Professsonal Ethics Gender X Human Values X	cnowledge of laws that impact behave e role of employee benefits and com e of the ability to analyze, manage a knowledge of practical application of	riour in relationships between employe opensation as a critical component of end problem solve to deal withthe chalke training and employee development as	's and employees that ultimately impact the mployee performance, productivity and org: nges and complexities of the practice of co it impacts organizational Strategy and com SDG4(Quality education)	anizational ef llective barga petitive adva	ffectivene	ss.(BL3-A 4-Analyze	.pply) e)

	Par	t 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 Et Id. • 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

	1	1	1	1			Cours	e Articulatio	on Matrix	1	1	1	1	1	
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	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	-	-

Part F



Title of the Course	Social Media	a Marketing							
Course Code	MBA-403 MI	M[T]							
				Part A					
Year	2nd	Semester	4th	Credits		L 4	т 0	P 0	C 4
Course Type	Theory only	,				-	°		1.
Course Category	Discipline S	pecific Elective							
Pre-Requisite/s	The student	should have knowledge c	of Social Media .	The student should have know	ledge of Soci	al Media .		Co-Requisite/s	
Course Outcomes & Bloom's Level	theorganizat CO2- Demo (BL2-Under CO3- Under CO4- Show	tionincludingtheeffectived onstrate knowledge of laws rstand) rstand the role of employe evidence of the ability to a	evelopmentofhumancapi s that impact behaviour i e benefits and compens analyze, manage and pro	s it supports the success of talasanagentforOrganizational cc relationships between employe ation as a critical component of 6 oblem solve to deal withthe chall ng and employee development a	ers and emplo employee perl lenges and co	yees that ultimately imp formance, productivity a mplexities of the praction	and organizational effice of collective barga	fectiveness.(BL3-Apply) aining(BL4-Analyze)	
Coures Elements	Skill Develo Entrepreneu Employabilit Professsona Gender X Human Valu Environmen	irship √ ty √ al Ethics X ies X	SDG (Goals)	SDG4(Quality education) SDG9(Industry Innovation and SDG17(Partnerships for the go)			
				Part B					
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	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	s, 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 marketing. Sage.					
MOOC Courses						
Videos	https://www.youtube.com/watch?v=l2pwcAVonKI					

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	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	-	2	1	-	-	-	-	-	-	-	-	1	1	-



MBA-Dual_Specialization

Title of the Course	Goods and Service Tax							
Course Code	MBA-404 FM [T]							
		Pa	art A					
Year	2nd	Semester	4th	Credits	L 3	T O	P 0	3
Course Type	Theory only				-	-		1
Course Category	Discipline Specific Elective	9						
Pre-Requisite/s		ing of basic taxation principles and finar egulatory framework will be beneficial fo		Co-Requisite/s				
Course Outcomes & Bloom's Level	theorganizationincludingth CO2- Demonstrate knowle (BL2-Understand) CO3- Understand the role CO4- Show evidence of th	edge of laws that impact behaviour in rel of employee benefits and compensation e ability to analyze, manage and proble	sanagentforOrganizational change.(BL1-Re ationships between employers and employe n as a critical component of employee perfor m solve to deal withthe challenges and com	member) es that ultimately impact the goals and strateg mance, productivity and organizational effecti plexities of the practice of collective bargainin anizational Strategy and competitive advantag	veness g (BL4-	.(BL3 Analy	-Apply ze)	y)
	Skill Development ✓ Entrepreneurship ✓			SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG12(Responsible consuption and production) SDG17(Partnerships for the goals)				

Pedagogy

Hours

Contents

Modules

	Par	tC		
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	PO7	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 Developm	nent and Change Management						
Course Code	MBA-404 HR [T]							
	·	Part	A					
Year	2nd	Semester	4th	Credits	L	Т	Ρ	С
Teal	2110	Semester	401	Credits	3	0	0	3
Course Type	Theory only							
Course Category	Discipline Specific Elect	ve						
Pre-Requisite/s		nding of management principles and organiza and human resource practices will enhance co		Co-Requisite/s				
Course Outcomes & Bloom's Level	theorganizationincluding CO2- Demonstrate know (BL2-Understand) CO3- Understand the ro CO4- Show evidence of	e of human resources management as it supp theeffectivedevelopmentofhumancapitalasam ledge of laws that impact behaviour in relatio le of employee benefits and compensation as the ability to analyze, manage and problem s vledge of practical application of training and e	agentforOrganizational change.(BL1-Reme nships between employers and employees a critical component of employee performa olve to deal withthe challenges and comple:	that ultimately impact the goals and strateg nce, productivity and organizational effectiv kilies of the practice of collective bargaining	eness. (BL4-A	BL3-A	.pply) e)	
Coures Elements	Skill Development ✓ Entrepreneurship X Employability ✓ Professsonal Ethics X Gender X Human Values X		SDG (Goals)	SDG3(Good health and well-being) SDG4(Quality education) SDG3(Gender equality) SDG3(Decent work and economic growl SDG10(Reduced inequalities)	h)			

Pedagogy

Hours

Contents

Modules

	Par	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

|--|

Тһеоту										
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. 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; WendeelL.French 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	

	Course Articulation Matrix														
COs	P01	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



Title of the Course	Customer Relation	Customer Relationship Management									
Course Code	MBA-404 MM [T]	MBA-404 MM [T]									
Part A											
Year	2nd	Semester	4th	Credits	L	т	Ρ	С			
Teal	210	Semester	401	Credits	3	0	0	3			
Course Type	Theory only	Theory only									
Course Category	Discipline Elective	Discipline Electives									
Pre-Requisite/s	Students should h	Students should have knowledge of customer relations and marketiing. Co-Requisite/s									
Course Outcomes & Bloom's Level	theorganizationing CO2- Demonstrate (BL2-Understand CO3- Understand CO4- Show evided	 the role of employee benefits and corn nce of the ability to analyze, manage a 	ancapitalasanagentforOrganizationa viour in relationships between empl mpensation as a critical component and problem solve to deal withthe cr	I change (BL1-Remember) overs and employees that ultimately impa of employee performance, productivity an lallenges and complexities of the practice It as it impacts organizational Strategy an	d organization of collective	nal effectiv bargaining	eness.(BL (BL4-Anal	3-Apply) yze)			
Coures Elements	Skill Development ✓ Entrepreneurship X Entrepreneurship X Employability ✓ Professsonal Ethics ✓ SDG (Goals) Gender × Human Values ✓ Human Values ✓ Environment ×										
			Part B								
Modules											

	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	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=SIhESAKF1Tk

	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	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	Dissertation										
Course Code	MBA-405 [P]	MBA-405 [P]										
			Part A									
<i></i>		•	L	т	Р	С						
Year	2nd	Semester	4th	Credits	0	0	10	10				
Course Type	Project	Project										
Course Category	Projects and Int	ernship										
Pre-Requisite/s	Completion of c	ore MBA courses		Co-Requisite/s								
			ces management as it supports	ntforOrganizational change.(BL1-Remember)								
Course Outcomes & Bloom's Level	CO2- Demonstr (BL2-Understar CO3- Understar CO4- Show evic	rate knowledge of laws that nd) nd the role of employee ber dence of the ability to analy	impact behaviour in relationshi nefits and compensation as a cr /ze, manage and problem solve	titic of galizzational charge (b i - Kenterinder) ps between employers and employees that ult itical component of employee performance, pr to deal withthe challenges and complexities of loyee development as it impacts organizationa	oductivity a f the practic	nd organizati e of collective	onal effectiven e bargaining(Bl	ess.(BL3-Apply L4-Analyze)				

	Part	t 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

Hours

Pedagogy

Contents

Modules

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

							Cours	e Articulati	on Matrix						
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	-



Title of the Course	Quantitative Techni	ique										
Course Code	MBA104[T]	104[T]										
		F	Part A									
Year	1st	Semester	1st		Credits	L 3	Т 0	P 0	C 3			
Course Type	Theory only	heory only										
Course Category	Discipline Core	cipline Core										
Pre-Requisite/s	Basic understandir	sic understanding of mathematical functions and data. Co-Requisite/s										
Course Outcomes & Bloom's Level	theorganizationincl CO2- Demonstrate (BL2-Understand) CO3- Understand t CO4- Show eviden	he role of human resources management as it ludingtheeffectivedevelopmentofhumancapital knowledge of laws that impact behaviour in rr) the role of employee benefits and compensation roe of the ability to analyze, manage and proble knowledge of practical application of training	asanagentforOrganizationa elationships between emplo on as a critical component em solve to deal withthe ch	oyers and emplo of employee per nallenges and co	oyees that ultimately impact the goals a formance, productivity and organizatio omplexities of the practice of collective	onal effectiven bargaining(B	ess.(Bl L4-Ana	.3-App lyze)	ily)			
Coures Elements	Skill Development Entrepreneurship > Employability ✓ Professsonal Ethic Gender × Human Values × Environment ×	×	SDG (Goal	s)	SDG4(Quality education)							
		F	Part B									
Modules		Contents			Pedagogy		Hours	5				

	Par	t C		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
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/NF0IrkqXIkQ https://youtu.be/RQpbdQ-gRUo

							Cours	e Articulatio	on Matrix						
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	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	-	-



Title of the Course	Accounting for Managers													
Course Code	MBA105[T]													
	·	Part	4											
Year	1st	Semester	1st		Credits		L 3	Г Р) 0	-					
Course Type	Theory only	ory only												
Course Category	Discipline Core	Discipline Core												
Pre-Requisite/s	Students should have a b	udents should have a basic understanding of accounting concepts and the jargon of the subject. Co-Requisite/s												
Course Outcomes & Bloom's Level	theorganizationincludingt CO2- Demonstrate know (BL2-Understand) CO3- Understand the role CO4- Show evidence of t	of human resources management as it supp heeffectivedevelopmentofhumancapitalasana dege of laws that impact behaviour in relation e of employee benefits and compensation as he ability to analyze, manage and problem se ledge of practical application of training and ender the ability application of training and ender the second	agentforOrganizationa nships between emplo a critical component o plve to deal withthe ch	oyers and employees the of employee performance nallenges and complexiti	at ultimately impact the goals a e, productivity and organizatio ies of the practice of collective	nal effectivenes bargaining(BL 4	ss.(BL3 4-Analy	-Apply ze)	y)					
Coures Elements	Skill Development ✓ Entrepreneurship X Employability ✓ Professsonal Ethics X Gender X Human Values X Environment X													
	Gender X Human Values X		SDG	(Goals)	SDG4(Quality education)									
	Gender X Human Values X	Part I		(Goals)	SDG4(Quality education)									

	Par	t 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)													
Theory														
Total Marks	is 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. (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/3IwinzB0BPU https://youtu.be/ZJ3tG42laxk										

							Cours	e Articulatio	on Matrix						
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	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	Computer Concept and M	Computer Concept and Managerial Application											
Course Code	MBA108[T]												
		F	'art A										
Year	1st	Semester	1st	Credits	L	es of the organ	Ρ	С					
Tear	ISL	Semester	ist	Creatis	3	0	0	3					
Course Type	Theory only												
Course Category	Discipline Core												
Pre-Requisite/s		Students should have basic computer literacy, understanding of business processes, familiarity with productivity software (e.g., spreadsheets, databases), and awareness of information systems concepts and applications.											
Course Outcomes & Bloom's Level	theorganizationincludingt CO2- Demonstrate knowl (BL2-Understand) CO3- Understand the role CO4- Show evidence of t	edge of laws that impact behaviour in re of employee benefits and compensation he ability to analyze, manage and proble	IsanagentforOrganizational change. (BL1-Rei lationships between employers and employe n as a critical component of employee perfor em solve to deal withthe challenges and component of the solve to deal with the challenge to deal with the c	member) es that ultimately impact the goals and strateg mance, productivity and organizational effecti plexities of the practice of collective bargainin anizational Strategy and competitive advantag	venes: q (BL4	s.(BL3 -Analy	-Appl ze)	y)					
	Skill Development ✓			SDG4(Quality education) SDG8(Decent work and economic growth) SDG12(Responsible consuption and production)									

Contents

Modules

Pedagogy

Hours

	Par	t 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)							
Тнеоту										
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

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	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

	Business Simulati	Business Simulation Workshop										
Course Code	MBA109[P]	MBA109[P]										
			Part A									
Year	1st	Semester	1st	Credits	L	Т	Р	С				
Tear	ISL	Semester	ISL	Creats	0	0	1	1				
Course Type	Lab only	Lab only										
Course Category	Discipline Core	Discipline Core										
Pre-Requisite/s	Students should h	nave the basic understanding of business	principles and management concepts	Co-Requisite/s								
Course Outcomes & Bloom's Level CO3- Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effective bargaining(BL4-Analyze) CO3- Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effective bargaining(BL4-Analyze) CO3- Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effective bargaining(BL4-Analyze) CO4- Show evidence of the ability to analyze, manage and problem solve to deal withthe challenges and complexities of the practice davantage. (BL5-Evaluate) CO4- Demonstrate knowledge of practical application of training and employee development as it impacts organizational Strategy and competitive bargaining(BL5-Evaluate)												
a bioom s Level	CO3- Understand CO4- Show evide	I the role of employee benefits and compe ence of the ability to analyze, manage and	ensation as a critical component of emp problem solve to deal withthe challence	oloyee performance, productivity and organiz ges and complexities of the practice of collect	ational el tive barga	ffectivene aining (BL	ss.(BL3-A 4-Analyz	Apply) e)				
Coures Elements	CO3- Understand CO4- Show evide CO5- Demonstrat	the role of employee benefits and compence of the ability to analyze, manage and te knowledge of practical application of tratter to the second secon	ensation as a critical component of emp problem solve to deal withthe challence	oloyee performance, productivity and organiz ges and complexities of the practice of collect	ational el tive barga itive adva	ffectivene aining (BL	ss.(BL3-A 4-Analyz	Apply) e)				
	CO3- Understand CO4- Show evide CO5- Demonstrat CO6- () Skill Developmen Entrepreneurship Employability J Professsonal Ethi Gender X Human Values X	the role of employee benefits and compence of the ability to analyze, manage and te knowledge of practical application of tratter to the second secon	nsation as a critical component of emp problem solve to deal withthe challeng ining and employee development as it	bloyee performance, productivity and organiz les and complexities of the practice of collect impacts organizational Strategy and compet SDG4(Quality education) SDG5(Gender equality) SDG12(Responsible consuption and produ	ational el tive barga itive adva	ffectivene aining (BL	ss.(BL3-A 4-Analyz	Apply) e)				

	Par	t 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									
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation							
100	40	0	0	100								

	Part E
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	

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	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
CO4	1	2	1	1	-	1	-	-	-	-	-	-	-	1	-
CO5	1	2	1	-	-	1	-	1	-	-	-	-	1	1	-
CO6	1	-	1	-	1	-	-	1	-	-	-	-	-	-	1

Part E