

BBA_Hons

Title of the Course	Tally								
Course Code	AMC-202[P]								
Part A									
					L	Т	Р	С	

Part A												
Year	1st	Semester	2nd	Credits	L	Т	Р	С				
rear	ist	Semester	2110	Credits	4	0	0	4				
Course Type	Theory only											
Course Category	Disciplinary Major											
Pre-Requisite/s	accountancy. They	The Students must comprehend basic accounting principles, Indian accounting standards, and types of accountancy. They need to understand the double-entry bookkeeping system, debits, credits, T accounts, and Co-Requisite/s fally's history and versions.										
Course Outcomes & Bloom's Level	CO1- Students will be able to recall the basic features and functionalities of Tally software.(BL1-Remember) CO2- Students will be able to Interpret the significance of accounting principles and concepts applied within Tally.(BL2-Understand) CO3- Students will be able to Apply accounting standards and practices within Tally to maintain proper books of accounts.(BL3-Apply) CO4- Students will be able to Compare and contrast different financial reports generated by Tally to assess the financial performance of a business.(BL4-Analyze) CO5- Students will be able to Critically evaluate the ethical implications of using Tally for financial record-keeping and reporting.(BL5-Evaluate)											
Coures Elements	Skill Development Entrepreneurship Employability Professonal Ethics Gender Human Values Environment X		SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG12(Responsible consuption and produc	tion)							

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. ER 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	

Part 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

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	-	-	1	1	ı	-	-	-	i	2	1	1
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BComHons

Title of the Course	Tally									
Course Code	AMC-302[T]	02[T]								
Part A										
Year	2nd	0	3rd	Credits	L	Т	Р	С		
Tear	Znd	Semester		Credits		0	0	4		
Course Type	Theory only									

Year	2nd	Semester	3rd	Credits	L	Т	Р	С		
Teal	ZIIG	Semester	Sid	Ciedits	4	0	0	4		
Course Type	Theory only	ry only								
Course Category	Disciplinary Major	inary Major								
Pre-Requisite/s	accountancy. They ne	Students must comprehend basic accounting principles, Indian accounting standards, and types of unfancy. They need to understand the double-entry bookkeeping system, debits, credits, T accounts, and 'co-Requisite/s' is history and versions.								
Course Outcomes & Bloom's Level	CO2- Students will be CO3- Students will be CO4- Students will be	CO1- Students will be able to recall the basic features and functionalities of Tally software (BL1-Remember) CO2- Students will be able to Interpret the significance of accounting principles and concepts applied within Tally (BL2-Understand) CO3- Students will be able to Apply accounting standards and practices within Tally to maintain proper books of accounts (BL3-Apply) CO4- Students will be able to Compare and contrast different financial reports generated by Tally to assess the financial performance of a business.(BL4-Analyze) CO5- Students will be able to Critically evaluate the ethical implications of using Tally for financial record-keeping and reporting (BL5-Evaluate)								
Coures Elements	Skill Development ✓ Entrepreneurship ✓ Employability X Professsonal Ethics X Gender X Human Values X Environment X Skill Development ✓ Entrepreneurship ✓ Employability X SDG4(Quality education) SDG8(Decent work and economic growth SDG12(Responsible consuption and produced to the state of t				etion)					

Part B

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, Cateway 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						

Part 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	0 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

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COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	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	Entrepreneurship
Course Code	AMC-303[T]

Part A

Year	2nd	Semester	3rd	Credits	L 3	T 0	P 0	C 3	
Course Type	Theory only							1	
Course Category	Disciplinary Major								
Pre-Requisite/s	The students shou	ld be familiar with the basics of business	related concepts.	Co-Requisite/s					
Course Outcomes & Bloom's Level	CO2- Student will CO3- Student will CO4- Student will	CO1- Student will be able to define key entrepreneurial terms. (BL1-Remember) CO2- Student will be able to explain the different types of entrepreneurial ventures and their characteristics.(BL2-Understand) CO3- Student will be able to identify a potential business opportunity, assess its feasibility, and develop a basic business model canvas.(BL3-Apply) CO4- Student will be able to analyze the competitive landscape for a chosen venture idea and develop strategies to gain a competitive advantage. (BL4-Analyze) CO5- Student will be able to evaluate different financing options for a new venture based on its stage and requirements.(BL5-Evaluate)							
Coures Elements	Skill Development Entrepreneurship Employability Professsonal Ethic 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	ks 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	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

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	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	Project Management
Course Code	AMC-403[T]

		P	art A					
Year	2nd	Semester	4th	Credits	L	Т	Р	С
i ear	Zilu	Jemester	401	Credits	3	0	0	3
Course Type	Theory only							
Course Category	Disciplinary Major							
Pre-Requisite/s		t typically has several prerequisites to ensure the necessary skills to succeed.	that students have a foundational	Co-Requisite/s				
Course Outcomes & Bloom's Level	CO2- Students will b CO3- Students will b CO4- Students will b	e able to Remember and describe the fundal ee able to Understand various project selectio ee able to Apply project planning techniques t ee able to Analyze and calculate project costs ee able to Evaluate project performance using	n methods.(BL2-Understand) o define scope and create WBS for a proje, , establish budgets, and maintain cost cor	ect.(BL3-Apply) htrol.(BL4-Analyze)				
Coures Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professsonal Ethics Gender X Human Values X Environment X		SDG (Goals)	SDG1(No poverty) SDG2(Zero hunger) SDG3(Good health and well-being) 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 Infrastructur SDG10(Reduced inequalities) SDG11(Sustainable cities and economies) SDG12(Responsible consuption and produs SDG13(Climate action) SDG13(Life below water) SDG15(Life on land) SDG16(Peace Justice and strong institution SDG17(Partnerships for 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

Part 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-ai-in-project-management-a-comprehensive-guide-472f5bb5686c

	Godfoo / Middladin Matrix														
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	Corporate Tax
Course Code	BCC-603[T]

			Part A					
Year	3rd	Semester	6th	Credits	L	Т	Р	С
Tear	Sid	Semester	Otti	Credits	4	0	0	4
Course Type	Theory only							
Course Category	Discipline Elect	tives						
Pre-Requisite/s	A basic underst	tanding of taxation as a concept is	desirable.	Co-Requisite/s				
Course Outcomes & Bloom's Level	CO2- Students CO3- Students CO4- Students CO5- Students	will be able to explain the impact of will be able to identify tax-saving of will be able to evaluate the potential will be able to recommend the most	If different corporate structures on pportunities based on a company! al tax consequences of various bu st tax-efficient strategy for a given	s financial statements and business activ siness decisions. (BL4-Analyze) business situation, considering legal and	vities.(BL3-App	tions.(BL5-E		ate)
Coures Elements	CO6- Students will be able to develop a comprehensive corporate tax plan that minimizes tax liability while adhering to legal and regulatory requirements. (BL6-Cre Skill Development Entrepreneurship Employability Professsonal Ethics X Gender X Human Values X Environment X SDG (Goals)							

Part B

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

Part C

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

Part D(Marks Distribution)

			Theory		
Total Marks	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=ygUTY29ycG9yYXRIJFRheCByYXRlcw%3D%3D

	Godise Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	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	Business for Sustainable Development
Course Code	BMC- 702[T]

			Part A					
Year	446	Samaatan	746	Credits	L	Т	Р	С
Year	4th	Semester	7th	Credits	3	0	0	3
Course Type	Theory only		·		1	,	4	
Course Category	Disciplinary Majo	r						
Pre-Requisite/s		ed to have a basic knowledge of business al issues in an economic context.	principles, sustainability concepts,	Co-Requisite/s		s should p llytical ski	oossess kr lls	owledge
Course Outcomes & Bloom's Level	CO1- Students will be able to Define key concepts, principles, ideas and theories within sustainable business development(BL1-Remember) CO2- Students will be able to Explain how sustainable business development apply to management and strategy(BL2-Understand) CO3- Students will be able to Critically evaluate business cases in view of sustainability(BL3-Apply) CO4- Students will be able to Design solutions for improving sustainability strategies in companies(BL4-Analyze) CO5- Students will be able to Select and synthesize information from academic and other relevant sources to support your research and ideas(BL5-Evaluate)							
Coures Elements	Skill Developmer Entrepreneurship Employability ✓ Professsonal Eth Gender X Human Values ✓ Environment ✓	1	SDG1(No poverty) SDG2(Zero hunger) SDG3(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) SDG10(Reduced inequalities) SDG11(Sustainable cities and economies) SDG12(Responsible consuption and produc SDG13(Climate action) SDG14(Life bellow water) SDG15(Ife on land) SDG17(Partnerships for the goals)	ction)				

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

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Designing a Sustainable Business Model for a Circular Economy	PBL		15

Part D(Marks Distribution)

	Theory							
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation			
100	40	60	18	40				
	Practical							
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.nptel.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	-	-	-	-	-			ı	-	-	-	i	i	-	-



BBA_Hons

Title of the Course	Banking Law and Practice
Course Code	BMC-601 [T]

			Part A					
Year	3rd	Semester	6th	Credits	L	Т	Р	С
tear	310	Semester	out	Credits	3	0	0	3
Course Type	Theory only							
Course Category	Discipline Cor	e						
Pre-Requisite/s	Students shou	ald be familiars with basic terms of	law.	Co-Requisite/s				
Course Outcomes & Bloom's Level	CO2- Student CO3- Student CO4- Student	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 ethical standards in banking operations and financial transactions.(BL5-Evaluate)						
Coures Elements	Skill Developm Entrepreneurs Employability Professsonal I Gender X Human Values Environment 3	ship ✓ ✓ Ethics X	SDG (Goals)	SDG8(Decent work and economic growth) SDG12(Responsible consuption and produc	ition)			

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
	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	Indian Financial System
Course Code	BMEC-602 FM[T]

			Part A					
Year	3rd	Semester	6th	Credits	L	Т	Р	С
Teal	Sid	Semester	out	Credits	4	0	0	4
Course Type	Theory only					•	•	
Course Category	Discipline Spec	cific Elective						
Pre-Requisite/s	Students shoul	d be familiar with financial manage	ment .	Co-Requisite/s				
Course Outcomes & Bloom's Level	CO2- Students CO3- Students CO4- Students	will be able to apply knowledge of will be able to assess the performa	s and roles of various component financial instruments in the India ance of financial institutions within	nancial system.(BL1-Remember) s in the Indian financial system.(BL2-Ur n context to make investment decisions. the Indian financial system.(BL4-Anal) cies in ensuring financial stability.(BL5-E	(BL3-Apply) ze)			
Coures Elements	Skill Developm Entrepreneurst Employability v Professonal E Gender X Human Values Environment X	nip √ /thics × ×	SDG (Goals)	SDG2(Zero hunger) SDG3(Good health and well-being) SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic gro SDG10(Reduced inequalities) SDG12(Responsible consuption and p 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

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	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

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



BBA_Hons

Title of the Course	Negotiation and Conflict Resolution
Course Code	BMEC-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 Ele	ective			
Pre-Requisite/s		ed to facilitate students in rethinking of negotiation and confidence when engaging in important real-	Co-Requisite/s		
Course Outcomes & Bloom's Level	CO2- Students will be CO3- Students will be CO4- Students will be	able to Explain the basic principles, theories, and able to Acquire practical skills in preparing for an able to Analyze the sources and dynamics of cor able to Apply various conflict resolution technique able to Evaluate the impact of different conflict re	d conducting negotiations.(BL2-Understand) flicts within organizational and interpersonal ses, such as negotiation, mediation, and arbitra	settings.(BL3-Apply) ation, to resolve disputes effectively.(BL4-Ana	
Coures Elements	Skill Development Entrepreneurship Employability Professsonal Ethics Gender X Human Values Environment X	,	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG10(Reduced inequalities) SDG17(Partnerships for the goals)	

Part B

Modules	Contents	Pedagogy	Hours
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 C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
	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	P06	P07	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	BMEC-801 MM[T]
	2.4

			Part A					
Year	4th	Semester	8th	Credits	L	Т	Р	С
Tear	401	Semester	out	Credits	3	0	0	3
Course Type	Theory only							
Course Category	Discipline Specific	Elective						
Pre-Requisite/s	The student shou	ld 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 pill important concepts of social media man various theoretical aspects in Facebool different ways of marketing using Twitte uTube marketing and optimization(BL5- agram business profile and promote bus	keting(BL2-Understand) k marketing(BL3-Apply) er and LinkedIn(BL4-Analyze) Evaluate)	, images, short videos, long videos, etc. (E	3L1-Rememb	er)		
Coures Elements	Skill Developmen Entrepreneurship Employability 🗸							

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. A Advertisement- Introduction to LinkedIn Marketing- Optimize Your LinkedIn Profile-LinkedIn for Advertisement- Reach Your Target Audience with LinkedIn-How to Get 500+ Connections and Why you Should- How to Make Sales on LinkedIn-Advanced LinkedIn Strategies for B2B Marketing.	Interactive Lectures, Case Studies, Experiential Learning	12
4	YouTube- Introduction to YouTube Marketing- YouTube Marketing Strategy-The Subscriber Advantage- Account Set Up, Optimization, Keyword Research and Video Structure- YouTube SCO, Thumbnails, Annotations and Cards- YouTube Promotion and Analytics- YouTube Monetarization	Interactive Lectures Case Studies Experiential Learning	12
5	Instagram- How to Create an Instagram Business Profile- Optimize your Instagram Bio & Profile Image- Instagram Captions &Hashtags -Reposting Instagram Content- How to Increase your Instagram Followers & Exposure- Ways to Convert Instagram Followers to Sales & Leads: Sponsored Posts -Instagram Ads via Facebook -Instagram Analytics - Instagram Profile + Instagram Post Captions- Instagram Ads Profile = Hinstagram Post Captions- Instagram Ads Profile = Hinstagram Adsortins- 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

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. Gruz, 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	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	Digital Marketing Analytics
Course Code	BMEC-802 MM[T]

		Part A				
Year	4th	Semester 8th Credits				
Course Type	Theory only					
Course Category	Discipline Specific Ele	ective				
Pre-Requisite/s		a basic understanding of marketing principles, fami nedia platforms. Prior coursework in marketing, com		Co-Requisite/s		
Course Outcomes & Bloom's Level	CO2- Understand the CO3- Develop Conter analysis tools.(BL3-A CO4- Execute Online digital ads.(BL4-Anal) CO5- Leverage Socia	Advertising Campaigns: Identify and utilize various t	for evaluating digital performance. (BL2-Under t planning and creation strategies. Evaluate an forms of e-advertising, including mobile market rketing communication strategies. Assess the i	rstand) Id optimize website UX and landing pages using, and understand the pricing models and ef	ng content	
Coures Elements	Skill Development Entrepreneurship Employability Professsonal Ethics SDG (Goals) SDG4(Quality education) SDG4(Quality education)					

Part B

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 Al 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

Part 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

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



BBA_Hons

Title of the Course	Financial Statement Analysis
Course Code	BMEC-803 FM[T]

		Part /	4					
Year	441-	Semester	Oth	Credits	L	Т	Р	С
Year	4th	Semester	8th	Credits	3	0	0	3
Course Type	Theory only							
Course Category	Discipline Specific E	lective						
Pre-Requisite/s	and financial reports	gain ability to analyze financial statements including consolidated financial statements of group companies d financial reports of various types of entities, to gain ability to apply valuation principles, to familiarize with cent developments in the area of financial reporting, to gain ability to solve financial reporting and valuation ses.						
Course Outcomes & Bloom's Level	CO2- Students will b CO3- Students will b CO4- Students will b	e able to Define key financial reporting terms sucl e able to Explain the relationship between financi, e able to Prepare a basic income statement and t e able to Compare and contrast financial stateme e able to Critique the ethical implications of financ	al reporting and the stakeholders of a busine calance sheet for a hypothetical company ba nts of different companies to evaluate their f	ess.(BL2-Understand) used on provided financial data.(BL3-Apply) inancial strengths and weaknesses.(BL4-Ana	lyze)			
Coures Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professsonal Ethics Gender X Human Values X Environment X	×	SDG (Goals)	SDG8(Decent work and economic growth) SDG12(Responsible consuption and produc SDG17(Partnerships for the goals)	ction)			

Dart I

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 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	tal Marks Minimum Passing Marks External Evaluation Min. External Evaluation Internal Evaluation Min. Internal		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
CO2	-	1	2	-	-	-	-	-	-	-	-	-	1	-	-
CO3	-	1	-	-	-	-	-	-	-	-	-	-	-	2	1
CO4	1	-	-	2	-	-	-	-	-	-	-	-	1	-	3
CO5	-	1	-	3	-	-	-	-	-	-	-	-	-	-	1
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BComHons

Title of the Course	Service Marketing
Course Code	DCEC-501 MM[T]

Year	3rd	Semester	5th	Credits	L T		Р	С
Teal	Siu	Seniester	Sui	Credits	4	0	0	4
Course Type	Theory only							
Course Category	Discipline Elect	ives						
Pre-Requisite/s	Students should	Students should have basic understanding of service marketing. Co-Requisite/s						
Course Outcomes & Bloom's Level	CO1- Students will be able to Recall the fundamental concepts and terminology of services marketing. (BL1-Remember) CO2- Students will be able to Explain the unique characteristics of services that distinguish them from goods(BL2-Understand) CO3- Students will be able to Apply the 7 Ps of services marketing to real-world service scenarios(BL3-Apply) CO4- Students will be able to Analyze customer expectations and perceptions to improve service quality(BL4-Analyze) CO5- Students will be able to Evaluate the effectiveness of various service recovery strategies.(BL5-Evaluate)							
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) SDG10(Reduced inequalities) SDG12(Responsible consuption and production)							

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	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	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	-	2	-	-	-	-	-	-	-	-	1	-	-
CO2	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1
CO3	1	-	1	-	-	-	-	-	-	-	-	-	-	2	-
CO4	-	1	-	2	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	1	-	-	-	-	-	-	-	-	-	1	-	2
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BComHons

Title of the Course	Design thinking In HR
Course Code	DCEC-602 HR[T]

			Part A					
Year	3rd	Semester	6th	Credits	L	Т	Р	С
Tear	Sid	Semester	OUI	Credits	3	0	0	3
Course Type	Theory only		J.		•		•	•
Course Category	Discipline Elective	s						
Pre-Requisite/s	The students will horganizational beh	ave Basic understanding of human resource avior.	Co-Requisite/s					
Course Outcomes & Bloom's Level	CO2- Students will CO3- Students will CO4- Students will	be able to recall key concepts and principle: be able to explain the fundamentals and pri be able to apply design thinking methodolog be able to analyze HR processes and identi be able to evaluate the effectiveness of des	nciples of design thinking.(BL2-Understa gies to solve HR challenges.(BL3-Apply) fy areas for improvement using design thi	nd) nking.(BL4-Analyze)				
Coures Elements	Skill Development Entrepreneurship Employability Professsonal Ethic Gender Human Values Environment X	/	SDG (Goals)	SDG5(Gender equality) SDG8(Decent work and economic growth SDG10(Reduced inequalities) SDG16(Peace Justice and strong institut 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 Financial Services
Course Code	DCEC-701 FM[T]

	•	Part	A					
Year	4th	Credits	L	Т	Р	С		
					3	0	0	3
Course Type	Theory only							
Course Category	Discipline Specific E	lective						
Pre-Requisite/s		ine the present status and developments that are ng an integrated knowledge of the functional area		Co-Requisite/s				
Course Outcomes & Bloom's Level	CO2- Students will b CO3- Students will b CO4- Students will b	ee able to Define the concept of merchant bankin be able to Explain the role of merchant banks in it ee able to Apply financial analysis techniques to e be able to Analyze case studies of successful and be able to Evaluate the impact of global financial	ne financial system and their relationship wit evaluate investment opportunities and assess I unsuccessful merchant banking transaction	h corporate clients and investors.(BL2-Under s project feasibility.(BL3-Apply) is.(BL4-Analyze)				
Coures Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professsonal Ethics ✓ Gender X Human Values ✓ Environment X SDG (Goals) SDG (Goals) SDG (Industry Innovation and Infrastructure)							

Part B

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

Part C

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

Part E

Books	Paul, H. (2014). Fundamentals of Risk Management. (3rded.).Kogan Page Publishers. MacDonald, S.S., & Koch, T.W. (2015). Bank Management. (8th ed.): Cengage Learning
Articles	Schrader, H. (2019). Moneylenders and merchant bankers in India and Indonesia. In Financial Landscapes Reconstructed (pp. 341-356). Routledge.
References Books	Madura, J. (2018). Financial Markets and Institutions. (12th ed.). Thomson Business Information.
MOOC Courses	
Videos	https://www.youtube.com/watch?v=Rjj1b9twyJ8&list=PLk2KOLi5Nw3DvBrfuZlzy2j0adDysC75Q

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



BComHons

Title of the Course	Leadership Development
Course Code	DCEC-701 HR[T]

		Part A				
Year	4th	Semester	7th	Credits	L T P C 3 0 0 3	
Course Type	Theory only					
Course Category	Discipline Specific El	ective				
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	CO1- Students will be able to Define the concept of leadership and its fundamental theories in the context of business administration.() CO2- Students will be able to Explain the importance of effective leadership in achieving organizational goals.() CO3- Students will be able to Implement leadership strategies to enhance team performance and foster innovation within a business context.() CO4- Students will be able to Analyze case studies of successful and unsuccessful leadership actices to identify key factors contributing to outcomes.() CO5- Students will be able to Evaluate the ethical implications of different leadership decisions and()					
Coures Elements	Skill Development Entrepreneurship Employability Professsonal Ethics Gender 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	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	2	-1	-	-	-	-	-	-	-	-	1	2	-
CO2	1	-1	-	-	-	-	-	-	-	-	-	-	-	-	1
CO3	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-
CO4	-	1	-	-	-	-	-	-	-	-	-	-	-	2	-
CO5	1	2	-	1	-	-	-	-	-	-	-	-	1	-	2
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BComHons

Title of the Course	Talent Management
Course Code	DCEC-701 HR[T]

		Pa	rt A					
Year	4th	Semester	7th	Credits		Т	Р	С
rear	401	Geniestei	741	Credits	3	0	0	3
Course Type	Theory only				•	•		
Course Category	Discipline Specific E	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 t CO3- Students will t CO4- Students will t	CO1- Students will be able to Recall and summarize key theories and concepts related to talent management.(BL1-Remember) CO2- Students will be able to Explain the importance of talent management in organizational success.(BL2-Understand) CO3- Students will be able to Apply talent management frameworks to analyze case studies or real-world scenarios. (BL3-Apply) CO4- Students will be able to Compare and contrast different talent management strategies used by organizations.(BL4-Analyze) CO5- Students will be able to Design a comprehensive talent management plan for a hypothetical organization.(BL5-Evaluate)						
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) SDG10(Reduced inequalities) SDG12(Responsible consuption and produ SDG13(Climate action) SDG17(Partnerships for the goals)				

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

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

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	Financial Derivatives
Course Code	DCEC-702 FM[T]

		Pa	ırt A					
Year	4th	Semester	7th	Cradita	L	Т	Р	С
Teal	401	Semester	741	ncluding options, futures, forwards, and swaps.(BL vatives.(BL2-Understand)	3	0	0	3
Course Type	Theory only							
Course Category	Discipline Specific I	ne Specific Elective						
Pre-Requisite/s		course will acquaint students with derivative securities, markets, pricing, hedging and trading strategies erivative instruments, and uses of these instruments with risk management.						
Course Outcomes & Bloom's Level	CO2- Students will CO3- Students will CO4- Students will	be able to Define key concepts and terminologi be able to Explain the fundamental principles a be able to Apply derivative strategies to manag be able to Analyze market data to evaluate the be able to Evaluate the ethical and regulatory o	nd theories underlying financial derivatives. e risk in various financial scenarios.(BL3-A performance and risks associated with diffe	(BL2-Understand) pply) erent derivatives (BL4-Analyze)	Remer	nber)		
Coures Elements	Skill Development Entrepreneurship Employability Professsonal Ethics Gender Human Values Environment X	,	SDG (Goals)	SDG8(Decent work and economic growth) SDG9(Industry Innovation and Infrastructure SDG12(Responsible consuption and produc SDG17(Partnerships for the goals)				

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.		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	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

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



BComHons

Title of the Course	Negotiation and Conflict Resolution
Course Code	DCEC-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 E	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 ettings.					
Course Outcomes & Bloom's Level	CO2- Students will b CO3- Students will b CO4- Students will b	he able to Explain the basic principles, theories, and he able to Acquire practical skills in preparing for anne be able to Analyze the sources and dynamics of con he able to Apply various conflict resolution technique he able to Evaluate the impact of different conflict re	d conducting negotiations.(BL2-Understand) flicts within organizational and interpersonal s es, such as negotiation, mediation, and arbitra	settings.(BL3-Apply) tion, to resolve disputes effectively.(BL4-Ana			
Coures Elements	Skill Development Entrepreneurship Employability Professonal Ethics Gender Human Values Environment X		SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG10(Reduced inequalities) SDG17(Partnerships for the goals)			

Part B

Modules	Contents	Pedagogy	Hours
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 C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
	Analyze case studies of successful and unsuccessful negotiation outcomes in multinational team environments.	PBL		15

Part D(Marks Distribution)

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

Part E

Books	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	P07	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 Marketing
Course Code	DCEC-801 MM[T]

Year	4th	Semester	8th	Credits	L	T	Р	С
Course Type	Theory only				3	0	0	3
Course Category	Discipline Specifi	c Elective						
Pre-Requisite/s	The student shou	ıld have knowledge of Social Media .		Co-Requisite/s				
Course Outcomes & Bloom's Level	CO2- Employ the CO3- Practice the CO4- Discuss the CO5- Illustrate Ye	e appropriate format for each content pilla important concepts of social media mari various theoretical aspects in Facebook different ways of marketing using Twitte buTube marketing and optimization(BL5- agram business profile and promote busi	keting(BL2-Understand) k marketing(BL3-Apply) r and LinkedIn(BL4-Analyze) Evaluate)	, images, short videos, long videos, etc.(BL1-	Rememb	er)		
Coures Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professsonal Ethics X Gender X Human Values X Environment 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 SCO, Thumbnails, Annotations and Cards- YouTube Promotion and Analytics- YouTube Monetarization	Interactive Lectures Case Studies Experiential Learning	12
5	Instagram- How to Create an Instagram Business Profile- Optimize your Instagram Bio & Profile Image- Instagram Captions &Hashtags -Reposting Instagram Content- How to Increase your Instagram Followers & Exposure- Ways to Convert Instagram Followers to Sales & Leads Sponsored Posts -Instagram Ads via Facebook -Instagram Analytics - Instagram Profile + Instagram Post Captions- Instagram Ads-Engagement + Instagram Algorithm- Instagram Stories + Instagram Reels + IGTV-Shopping on Instagram	Interactive Lectures, Case Studies, Experiential Learning	12

Part C

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

Part D(Marks Distribution)

	Theory								
Total Marks Minimum Passing Marks External Evaluation Min. External Evaluation Internal Evaluation Min. Internal Evaluation									
100	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. Gruz, 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	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	ı	-	-	-	i	1	1	1
CO4	2	1	-	1	-	-	-	-	-	-	-	•	1	-	-
CO5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1
CO6	-	-	-	-	-	-	-	-	-	-	-	į	i	-	-



BComHons

Title of the Course	Compensation and Benefits
Course Code	DCEC-802 HR[T]

Pa	rt	Α

Vern	441-	0	Ott.	Over 416-	L	Т	Р	С
Year	4th	Semester	8th	Credits 3	3	0	0	3
Course Type	Theory only							
Course Category	Discipline Electi	ives						
Pre-Requisite/s	A basic underst	anding of human resource manageme	ent is desirable.	Co-Requisite/s				
Course Outcomes & Bloom's Level	CO1- Students will be able to define the various components of a total compensation package and their purposes within an organization.(BL1-Remember) CO2- Students will be able to explain the relationship between compensation strategies, employee motivation, and organizational performance.(BL2-Understand) CO3- 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) CO4- Students will be able to evaluate the effectiveness of different reward systems in achieving organizational goals.(BL4-Analyze) CO5- Students will be able to critique the ethical implications of various compensation practices, considering fairness, transparency, and potential for discrimination.(BL5-Evaluate) CO6- Students will be able to design an innovative compensation and reward system to address a specific organizational challenge. (BL6-Create)							•
Coures Elements	Skill Developme Entrepreneursh Employability ✓ Professsonal Et Gender ✓ Human Values Environment X	ip ✓ thics ×	SDG1(No poverty) SDG3(Good health and well-being) SDG4(Quality education) SDG8(Decent work and economic growth) SDG12(Responsible consuption and produc	tion)				

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

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					

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

	Oction / Indicated in Matin														
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	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 Analytics
Course Code	DCEC-802 MM[T]

		Part A							
Year	4th	Semester	8th	Credits	L 3	- +	P 0	C 3	
Course Type	Theory only								
Course Category	Discipline Specific El	Discipline Specific Elective							
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. Co-Requisite/s								
Course Outcomes & Bloom's Level	CO1- Understand Digital Media and Analytics: Demonstrate knowledge of various types of digital media and distinguish between paid, owned, and earned media. (BL1-Remember CO2- Understand the core concepts of digital analytics and apply metrics for evaluating digital performance.(BL2-Understand) CO3- Develop Content Strategies: Create and implement effective content planning and creation strategies. Evaluate and optimize website UX and landing pages using content analysis tools.(BL3-Apply) CO4- Execute Online Advertising Campaigns: Identify and utilize various forms of e-advertising, including mobile marketing, and understand the pricing models and effectiveness digital ads.(BL4-Analyze) CO5- Leverage Social Media in Marketing: Integrate social media into marketing communication strategies. Assess the impact of social media platforms, identify opportunities and threats, and leverage AI and automation to enhance social media marketing.(BL5-Evaluate)						s of		
Coures Elements	Skill Development Entrepreneurship Employability Professsonal Ethics Gender Human Values Environment X	,	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDC10(Reduced inequalities) SDG17(Partnerships for the goals)					

Part B

Modules	Contents	Pedagogy			
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 Al 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		

Part 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					Min. Internal Evaluation			
100	40	60	60 18					
			Practical					
Total Marks	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

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	4						
Year	4th	Semester	8th	Credits	L T		Р	С	
real	401	Semester	out	Credits	3	0	0	3	
Course Type	Theory only								
Course Category	Discipline Specific E	lective							
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	CO2- Students will b CO3- Students will b CO4- Students will b	e able to Define key financial reporting terms sucl e able to Explain the relationship between financi, e able to Prepare a basic income statement and t e able to Compare and contrast financial stateme e able to Critique the ethical implications of financ	al reporting and the stakeholders of a busine calance sheet for a hypothetical company ba nts of different companies to evaluate their f	ess.(BL2-Understand) used on provided financial data.(BL3-Apply) inancial strengths and weaknesses.(BL4-Ana	lyze)				
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)	ction)					

Dart I

Madulas	I	Padarani	Hauma
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 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	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
CO2	-	1	2	-	-	-	-	-	-	-	-	-	1	-	-
CO3	-	1	-	-	-	-	-	-	-	-	-	•	-	2	1
CO4	1	-	-	2	-	-	-	-	-	-	-	•	1	-	3
CO5	-	1	-	3	-	-	-	-	-	-	-	-	-	-	1
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BComHons

Title of the Course	Green Marketing
Course Code	DCEC-803 MM[T]

Year	4th	Semester	8th	Credits	L	Т	Р	С
Tear	401	Semester	out	Credits	3	0	0	3
Course Type	Theory only							
Course Category	Discipline Sp	ecific Elective						
Pre-Requisite/s	Student shou	ld have knowledge of marketing		Co-Requisite/s				
Course Outcomes & Bloom's Level	CO2- Identify CO3- Develo CO4- Analyze	CO1- Understand the concepts and importance of green marketing. (BL1-Remember) CO2- Identify environmental issues and challenges related to marketing. (BL2-Understand) CO3- Develop strategies for sustainable product design and production. (BL3-Apply) CO4- Analyze consumer behavior and ethical consumerism. (BL4-Analyze) CO5- Evaluate the impact of green marketing efforts on business success. (BL5-Evaluate)						
Coures Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professsonal Ethics X Gender ✓ Human Values ✓ Environment X		SDG (Goals)	SDG1(No poverty) SDG3(Good health and well-being) SDG4(Quality education) SDG8(Decent work and economic growth) SDG12(Responsible consuption and produc SDG17(Partnerships for the goals)	tion)			

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

Part 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/Research Project
Course Code	IDR- 101

	Part A							
Year	4th	Semester	7th	Credits		Т	Р	С
Teal	401	Semester	741	Credits	0	0	10	10
Course Type	Project							
Course Category	Projects and	Internship						
Pre-Requisite/s	Completion of	f core MBA courses		Co-Requisite/s				
Course Outcomes & Bloom's Level	CO1- Student will be able to apply research methodologies to investigate a specific business problem or phenomenon in depth.(BL3-Apply) CO2- Student will be able to synthesize and analyze relevant literature to inform the research topic and support findings.(BL4-Analyze) CO3- Student will be able to design and execute a structured research plan, including data collection and analysis.(BL4-Analyze) CO4- Student will be able to interpret research findings and draw meaningful conclusions based on empirical evidence.(BL4-Analyze) CO5- Student will be able to communicate research findings effectively through a written dissertation and oral defense.(BL5-Evaluate) CO6- Student will be able to demonstrate ethical conduct in all aspects of the research process.(BL5-Evaluate)							
Coures Elements	Entrepreneurs Employability Professsonal Gender X Human Value	Professional Ethics X SDG (Goals)		SDG1(No poverty) SDG4(Quality education) SDG8(Decent work and economic growth) SDG17(Partnerships for the goals)				

Part B

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

Part C

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

Part D(Marks Distribution)

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

Part E

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

COs	PO1	PO2	PO3	PO4	PO5	P06	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					·		
Year	4th	Semester	7th	Credits	L	Т	Р	С		
Tear	401	Semester	7 01	Credits	0	0	10	10		
Course Type	Project									
Course Category	Projects and	Internship								
Pre-Requisite/s	Completion of	f core MBA courses		Co-Requisite/s						
Course Outcomes & Bloom's Level	CO1- Student will be able to apply research methodologies to investigate a specific business problem or phenomenon in depth.(BL3-Apply) CO2- Student will be able to synthesize and analyze relevant literature to inform the research topic and support findings.(BL4-Analyze) CO3- Student will be able to design and execute a structured research plan, including data collection and analysis.(BL4-Analyze) CO4- Student will be able to interpret research findings and draw meaningful conclusions based on empirical evidence.(BL4-Analyze) CO5- Student will be able to communicate research findings effectively through a written dissertation and oral defense.(BL5-Evaluate) CO6- Student will be able to demonstrate ethical conduct in all aspects of the research process.(BL5-Evaluate)									
Coures Elements	Skill Develop Entrepreneur Employability Professsonal Gender X Human Value Environment	ship ✓ ✓ Ethics X	SDG (Goals)	SDG1(No poverty) SDG4(Quality education) SDG8(Decent work and economic growth) SDG17(Partnerships for the goals)						

Part B

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

Part C

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

Part D(Marks Distribution)

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

Part E

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

COs	PO1	PO2	PO3	PO4	PO5	P06	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	-	1	3	1	-	-	-	-	-	-	-	-	1	-	1
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BBA_Hons

Title of the Course	Dissertation/Research Project
Course Code	IDR- 201

			Part A							
Year	4th	Semester	8th	Credits	L	Т	Р	С		
Tear	401	Semester	oui	Credits	0	0	10	10		
Course Type	Project									
Course Category	Projects and	Internship								
Pre-Requisite/s	Completion o	f core MBA courses		Co-Requisite/s						
Course Outcomes & Bloom's Level	CO2- Studen CO3- Studen CO4- Studen CO5- Studen	t will be able to synthesize and and t will be able to design and execu- t will be able to interpret research t will be able to communicate res	nalyze relevant literature to info te a structured research plan, na findings and draw meaningful earch findings effectively throu	pecific business problem or phenomenon in d orm the research topic and support findings. (B including data collection and analysis. (BL4-Ai conclusions based on empirical evidence. (BL gh a written dissertation and oral defense. (BL e research process. (BL5-Evaluate)	sL4-Analyze nalyze) _4-Analyze)) ' ' '				
Coures Elements	Skill Develop Entrepreneur Employability Professsonal Gender X Human Value Environment	ship √ √ Ethics X	SDG (Goals)	SDG1(No poverty) SDG4(Quality education) SDG8(Decent work and economic growth) SDG17(Partnerships for the goals)	growth)					

Part B

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

Part C

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

Part D(Marks Distribution)

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

Part E

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

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



BComHons

Title of the Course	Dissertation/Research Project
Course Code	IDR- 201[P]

			raitA									
Year	4th	Semester	8th	Credits	L	Т	Р	С				
icai	401	Geniestei	out	Credits	0	0	10	10				
Course Type	Project	Project										
Course Category	Projects and	rojects and Internship										
Pre-Requisite/s	Completion o	f core MBA courses		Co-Requisite/s								
Course Outcomes & Bloom's Level	CO2- Studen CO3- Studen CO4- Studen CO5- Studen	CO1- Student will be able to apply research methodologies to investigate a specific business problem or phenomenon in depth.(BL3-Apply) CO2- Student will be able to synthesize and analyze relevant literature to inform the research topic and support findings.(BL4-Analyze) CO3- Student will be able to design and execute a structured research plan, including data collection and analysis.(BL4-Analyze) CO4- Student will be able to interpret research findings and draw meaningful conclusions based on empirical evidence.(BL4-Analyze) CO5- Student will be able to communicate research findings effectively through a written dissertation and oral defense.(BL5-Evaluate) CO6- Student will be able to demonstrate ethical conduct in all aspects of the research process. BL5-Evaluate()										
Coures Elements	Skill Develop Entrepreneur Employability Professsonal Gender X Human Value Environment	ship ✓ ✓ Ethics X	SDG (Goals)	SDG1(No poverty) SDG4(Quality education) SDG8(Decent work and economic growth) SDG17(Partnerships for the goals)								

Part B

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

Part C

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

Part D(Marks Distribution)

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

Part E

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

COs	PO1	PO2	PO3	PO4	PO5	P06	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	Internship	rnship											
Course Code	ITR- 101[P]	₹-101[P]											
	Part A												
Year	4th	Semester	7th	Credits	L 0	T 0	P 10	C 10					
Course Type	Project	roject											
Course Category	Projects and Interns	ojects and Internship											
Pre-Requisite/s		ion of the summer internship program and fan utions encountered during the internship perio	Co-Requisite/s										
Course Outcomes & Bloom's Level	CO2- Students will I Analyze) CO3- Students will I CO4- Students will I CO5- Students will I	be able to communicate effectively about their be able to apply theoretical concepts learned be able to receive constructive feedback on the	oblem-solving abilities in discussing real-v internship projects, tasks, and responsib in the MBA program to practical situations eir performance and areas for improveme	world business scenarios encountered during tillities.(BL3-Apply) encountered during the internship.(BL3-Appl	ly)	rnship	o.(BL4-						
Coures Elements	Entrepreneurship ✓ Employability ✓	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Employability ✓ SDGS(Gender equality) SDGS(Decent work and economic growth) SDG10(Reduced inequalities) SDG12(Responsible consuption and productic SDG13(Climate action)) SDG13(Climate action) SDG17(Partnerships for the goals)											

Dart F

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

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Students will analyze and compare talent management practices across different global organizations or industries. The project involves conducting case studies, identifying best practices, and critically evaluating their applicability and effectiveness in various cultural and economic contexts.	PBL	BL4-Analyze	15

Part D(Marks Distribution)

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

Part E

Books	
Articles	
References Books	
MOOC Courses	
Videos	

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	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	Innovation and Entrepreneurship
Course Code	MBA-204[T]

	•	P	art A					
Year	1st	Semester	2nd	Credits	L	Т	Р	С
Teal	151	Semester	ZIIU	Ciedits	3	0	0	3
Course Type	Theory only							
Course Category	Discipline Core							
Pre-Requisite/s		ive a thorough understanding of entrepreneurs trepreneurial strategies, and business growth.	hip concepts, stages, business plans,	Co-Requisite/s				
Course Outcomes & Bloom's Level	CO2- Students will CO3- Students will CO4- Students will CO5- Students will	be able to identify and define key entrepreneu be able to explain the different types of entrep be able to apply opportunity evaluation framev be able to analyze the internal and external fa be able to evaluate the feasibility of a business be able to develop a comprehensive business	reneurial ventures and their characteristics corks to assess the viability of a potential b ctors influencing a new venture's success to s plan by assessing financial projections ar	usiness idea.(BL3-Apply) using different analytical tools .(BL4-Analyze)				
Coures Elements	Skill Development Entrepreneurship Employability Professsonal Ethic Gender Human Values Environment X	′	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG12(Responsible consuption and produc	tion)			

Part B

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

Part C

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

Part D(Marks Distribution)

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

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



MBA-Dual_Specialization

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

		Pa	rt A					
Year	1st	Semester	2nd	Credits			Р	С
real	131	Semester	Ziiu	Credits		0	0	3
Course Type	Theory only							
Course Category	Disciplinary Major							
Pre-Requisite/s		g of business concepts and digital technologies and market dynamics is crucial for navigating the		Co-Requisite/s				
Course Outcomes & Bloom's Level	CO2- Student will be CO3- Student will be CO4- Student will be CO5- Student will be CO5- Student will be	ee able to Recall key terms, concepts, and techn ee able to Explain the principles and models of e ee able to Apply e-commerce tools and platforms ee able to Analyze the impact of e-commerce on ee able to Assess the effectiveness of e-commer ee able to Design innovative e-commerce solutions.	 commerce and their applications. (BL2-Unit to create and manage online businesses.) businesses, consumers, and society. (BL4-ce strategies and techniques in achieving between the control of the control of	derstand) BL3-Apply) Analyze) usiness objectives.(BL5-Evaluate)				
Coures Elements	Skill Development Entrepreneurship v Employability V Professonal Ethic Gender X Human Values X Environment X	,	SDG (Goals)	SDG8(Decent work and economic growth) SDG12(Responsible consuption and produ				

Part B

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

Part C

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

Part D(Marks Distribution)

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

Part E

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

		Course 7 i douation Matrix													
COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	-	2	1	-	2	1	-	-	-	-	1	1	-
CO2	-	1	2	3	1	1	1	1	-	-	-	-	2	-	1
CO3	1	1	1	2	2	-	-	2	-	-	-	-	3	1	1
CO4	2	1	3	1	3	1	-	1	-	-	-	-	1	2	1
CO5	1	-	-	1	2	2	1	2	-	-	-	-	1	3	-
CO6	1	-	-	-	1	1	-	1	-	-	-	-	1	2	1



MBA-Dual_Specialization

Title of the Course	Talent Management
Course Code	MBA-304 HR [T]

			Part A					
Year	2nd	Semester	3rd	Credits		Т	Р	С
Course Type	Theory only				3	0	0	3
Course Category	Discipline Electives						_	
Pre-Requisite/s	The students will hav behavior.	Basic understanding of human resource	e management concepts and organizational	Co-Requisite/s				
Course Outcomes & Bloom's Level	CO2- Students will be CO3- Students will be CO4- Students will be CO5- Students will be	able to explain the importance and proce able to apply talent management strated able to analyze talent management prace able to evaluate the effectiveness of var	ogies related to talent management. (BL1-Resses of talent management in organization: jue so attract and retain top talent. (BL3-App cities to identify strengths and areas for impous tous talent management practices. (BL5-Evs nagement plans that align with organization.	s.(BL2-Understand) sly) ovement.(BL4-Analyze) sluate)				
Coures Elements	Skill Development X Entrepreneurship ✓ Employability ✓ Professsonal Ethics > Gender X Human Values X Environment X	•	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)				

Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Talent Management: Definition and scope of talent management The evolution of talent management practices Key components of talent management: acquisition, development, retention	interactive lectures, case studies, experiential learning	9
2	Talent Acquisition Strategies: Workforce planning and job analysis Recruitment strategies: traditional vs. modern methods Selection process and tools	interactive lectures, case studies, experiential learning	9
3	Talent Development and Training: Identifying training needs Designing effective training and development programs Leadership development and succession planning	interactive lectures, case studies, experiential learning	9
4	Employee Engagement and Retention: Strategies for employee engagement Managing performance and career development Retention strategies and turnover management	interactive lectures, case studies, experiential learning	9
5	Future Trends in Talent Management: Impact of technology on talent management (AI, data analytics) Diversity and inclusion in talent management Future challenges and opportunities in managing talent	interactive lectures, case studies, experiential learning	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Developing a Talent Acquisition Strategy for a High-Growth Startup	PBL	BL5-Evaluate	15

Part D(Marks Distribution)

	Tate Dividing 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., Melcher, C. L., & Holt, J. R. (2016). Talent management: Building a competitive advantage through strategic workforce planning (2nd ed.). Kogan Page Publishers.
	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

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

			Part A					
Year	2nd	Semester	3rd	Credits	L	Т	Р	С
rear	ZIIU	Semester	Sid	Credits	0	0	1	1
Course Type	Lab only					•		
Course Category	Discipline Core							
Pre-Requisite/s	Students need to have concepts.	Students need to have a basic understanding of business management principles and entrepreneurial concepts.						
Course Outcomes & Bloom's Level	CO2- Students will be CO3- Students will be CO4- Students will be CO5- Students will be	e able to recall key entrepreneurial concept able to explain the characteristics and treat be able to apply entrepreneurial tools and the able to analyze market trends and custo able to evaluate the feasibility and scala	aits of successful entrepreneurs. (BL2-Uni echniques to identify business opportunitie mer needs to develop viable business mo bility of entrepreneurial ventures. (BL5-Ev.)	derstand) es.(BL3-Apply) odels.(BL4-Analyze) aluate)				
	Skill Development ✓							

Part B

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

Part D(Marks Distribution)

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

Part E

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

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



MBA-Dual_Specialization

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

•		Pai	t A						
Year	2nd	Semester	4th	Credits	L	Т	Р	С	
Teal	2110	Jemester	401	Oreuns	3	0	0	3	
Course Type	Theory only								
Course Category	Discipline Specific Ele	ective							
Pre-Requisite/s		undamental understanding of international finance and basic economic principles and familiarity with uncial instruments and currency markets is beneficial for effectively managing foreign exchange risk.							
Course Outcomes & Bloom's Level	CO2- Student will be CO3- Student will be CO4- Student will be CO5- Student will be	able to Remember key terms and concepts re able to Understand the exchange rate mechar able to Apply how to calculate spot, cross, and able to Analyze the portfolio management stra able to Evaluate the effectiveness of current re able to Create a comprehensive plan for dealing	ism and its components.(BL2-Understand forward rates.(BL3-Apply) tegies involving global securities.(BL4-Ana gulations in managing external commercia	l) lyze) l borrowings.(BL5-Evaluate)	Remer	mber)			
Coures Elements	Skill Development Entrepreneurship Employability Professsonal Ethics Gender Human Values Environment X	«	SDG (Goals)	SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG12(Responsible consuption and production) SDG17(Partnerships for the goals)					

Part F

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

Part C

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

Part D(Marks Distribution)

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

Part E

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

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



MBA-Dual_Specialization

Title of the Course	Social Media Ma	Social Media Marketing							
Course Code	MBA-403 MM[T]								
Part A									
Year			44-	Credits	L	Т	Р	С	
Year	2nd	Semester	4th	Credits	4	0	0	4	
Course Type	Theory only	-						•	
Course Category	Discipline Speci	fic Elective							
Pre-Requisite/s	The student sho	ould have knowledge of Social Med	lia .	Co-Requisite/s					
Course Outcomes & Bloom's Level	CO2- Employ th CO3- Practice th CO4- Discuss th CO5- Illustrate	CO1- Defining the appropriate format for each content pillar, such as carousels, text posts, reels, images, short videos, long videos, etc.(BL1-Remember) CO2- Employ the important concepts of social media marketing(BL2-Understand) CO3- Practice the various theoretical aspects in Facebook marketing(BL3-Apply) CO4- Discuss the different ways of marketing using Twitter and LinkedIn(BL4-Analyze) CO5- Illustrate YouTube marketing and optimization(BL5-Evaluate) CO6- Create Instagram business profile and promote business(BL6-Create)							

Part B

SDG (Goals)

SDG4(Quality education) SDG9(Industry Innovation and Infrastructure) SDG17(Partnerships for the goals)

Skill Development ✓
Entrepreneurship ✓
Employability ✓
Professsonal Ethics X
Gender X
Human Values X
Environment X

Coures Elements

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 SEQ, Thumbnails, Annotations and Cards- YouTube Promotion and Analytics- YouTube Monetarization	Interactive Lectures Case Studies Experiential Learning	12
5	Instagram- How to Create an Instagram Business Profile- Optimize your Instagram Bio & Profile Image- Instagram Captions &Hashtags- Reposting Instagram Content- How to Increase your Instagram Followers & Exposure- Ways to Convert Instagram Followers to Sales & Leads Sponsored Posts- Instagram Ads via Facebook - Instagram Analytics - Instagram Profile + Instagram Most Sales & Leads Sales & Lea	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

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

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
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	t A							
Year	2nd	Semester	4th	Credits	L	Т	Р	С		
	2.13			5.54.15	3	0	0	3		
Course Type	Theory only	Theory only								
Course Category	Discipline Specific Electiv	/e								
Pre-Requisite/s		ding of basic taxation principles and financ regulatory framework will be beneficial for		Co-Requisite/s						
Course Outcomes & Bloom's Level	framework.(BL1-Remem CO2- Student will be able CO3- Student will be able CO4- Student will be able CO5- Student will be able	.ber) to Understand the taxable event and the eto : Apply the ability to calculate GST liable to Analyze the impact of GST on various to Evaluate the implications of timing and	scope of GST and key provisions of GST la ilities for different scenariosand the rules of	input tax credit to calculate the net GST liabili ontrast GST provisions with the previous tax is e.(BL5-Evaluate)	ty. (BL	3-Арр	ly)	yze)		
Coures Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professsonal Ethics ✓ Gender X Human Values X Environment X		SDG (Goals)	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	Basic concept of Indirect taxes and Introduction of GST Constitutional background (pre GST regime), Constitution (101st Amendment Act,2016), Need for GST, Taxes Subsumed in GST and Taxes Not Subsumed in GST,Balient features of GST.	Interactive lectures, case studies, experiential learning	9
2	Supply, Levy& Collection Meaning and scope of supply – of CGST/SGST Act,Types of Supply, Activities which shall be treated neither supply of goods nor a supply of services, Power of Government to specify the nature of certain transactions of supply, Intra-state and Inter-state supply, Zero rated Supply, Exemption from GST. Levy and Collection under CGST/IGST and UTGST Act,Tax payable on reverse charge basis of CGST/IGST and UTGST Act,Tax payable on twest charge basis of CGST/IGST and UTGST Act,Taxability of Composite and Mixed Supply.	Interactive lectures, case studies, experiential learning	0
3	Location of the Supplier and Place of Supply of Goods and Services Location of supplier of Goods and services, Place of Supply of goods and services, Compositionlevy (Composition Scheme), Restriction on the registered person, Benefits of Composition Schemes.	Interactive lectures, case studies, experiential learning	9
4	Time of Supply and Value of Supply Time of supply of goods, Time of supply of services, Time of supply of goodsor services with respect to rate of tax. Value of Supply, Value of Supply when consideration is not wholly in money, value of supply in case of lottery, betting, gambling and horse racing.	Interactive lectures, case studies, experiential learning	9
5	Input Tax Credit and its Utilisation Concept of ITC,Principles on Input Tax Credit,Conditions for Availment of ITC by a Registered Taxable Person,ITC in case of Capital Goods,ITC on the Basis of use of Inputs,Restrictions on ITC.	Interactive lectures, case studies, experiential learning	9

Part C

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

Part D(Marks Distribution)

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

Part E

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

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



MBA-Dual_Specialization

Title of the Course	Dissertation
Course Code	MBA-405 [P]
,	

			Part A					
Year	2nd	Semester	4th	Credits	L	Т	Р	С
lear	Zilu	Semester	441	Orealis	0	0	10	10
Course Type	Project							
Course Category	Projects and Ir	nternship						
Pre-Requisite/s	Completion of	core MBA courses		Co-Requisite/s				
Course Outcomes & Bloom's Level	CO2- Student CO3- Student CO4- Student CO5- Student	will be able to synthesize and an will be able to design and execu will be able to interpret research will be able to communicate res	nalyze relevant literature to info ite a structured research plan, n findings and draw meaningful earch findings effectively throu	pecific business problem or phenomenon in d form the research topic and support findings. (B including data collection and analysis. (BL4-An conclusions based on empirical evidence. (BL gh a written dissertation and oral defense. (BL e research process. (BL5-Evaluate)	L4-Analyze nalyze) .4-Analyze))		
Coures Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professsonal Ethics × Gender × Human Values × Environment × SDG (Goals) SDG3((No poverty) SDG4(Quality education) SDG8(Decent work and economic growth) SDG17(Partnerships for the goals)							

Part B

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

Part C

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

Part D(Marks Distribution)

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

Part E

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

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



MBA-Dual_Specialization

Title of the Course	Management Conce	Management Concept and Organization Behavior								
Course Code	MBA101[T]									
Part A										
Year	1st Semester 1st Credits									
Course Type	Theory only									
Course Category	Disciplinary Major									
Pre-Requisite/s	Management Conce	A foundational knowledge of basic business principles and introductory psychology is essential for understanding Management Concept & Organizational Behavior. Strong communication and analytical skills are also necessary for effectively engaging with course material and discussions.								
Course Outcomes & Bloom's Level	CO1- Student will be able to Define key management concepts and organizational behavior theories. (BL1-Remember) CO2- Student will be able to Explain the role of management in organizations and the impact of individual and group behavior on organizational performance. (BL2-Understand) CO3- Student will be able to Apply management theories and principles to real-world organizationals scenarios to solve basic management problems. (BL3-Apply) CO4- Student will be able to Analyze organizational case studies to identify issues related to management practices and employee behavior. (BL4-Analyze) CO5- Student will be able to Evaluate different management approaches and organizational behavior strategies to determine their effectiveness in various contexts. (BL5-Evaluate) CO6- Student will be able to Design a comprehensive management plan that incorporates organizational behavior principles to enhance productivity and employee satisfaction. (BL6-Create)									
Coures Elements	Skill Development ✓ Entrepreneurship ✓ Employability X Professsonal Ethics Gender ✓ Human Values X Environment X		SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth)						

Part B

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

Part C

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

Part D(Marks Distribution)

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

Part E

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

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