

BComHons

[1								
Title of the Course	Business Communication								
Course Code	ACC-102[T]								
		Part A	A						
Year	1st	Semester	1st	Credits	L 3	т 0	Р 0	C 3	
Course Type	Theory only								
Course Category	Disciplinary Major								
Pre-Requisite/s		familiar with basics of language and basic writing a uding the ability to create PowerPoint presentation		Co-Requisite/s					
Course Outcomes & Bloom's Level	CO1- Students will be able to define key business communication terms like persuasion, audience analysis, and active voice.(BL1-Remember) CO2- Students will be able to explain the purpose and importance of effective business communication in various organizational contexts.(BL2-Understand) CO3- Students will be able to apply clear and concise language principles to write effective business emails and reports.(BL3-Apply) CO4- Students will be able to analyse the effectiveness of existing business communication materials (e.g., memos, proposals).(BL4-Analyze) CO5- Students will be able to assess the ethical considerations in business communication (BL5-Evaluate)								
Skill Development J Entrepreneurship X Employability X Professsonal Ethics J Gender J Human Values X Environment X									

		Part B	
Modules	Contents	Pedagogy	Hours
1	Effective communication in business: Theory & Practice; its components, its process, barriers, Business concerns, business negotiations, E – correspondence	Interactive Lectures, Case Studies, Experiential Learning	9
2	Process of written communication, letter- layout and form, types-sales, inquiry, quotation, tender letters , job application letter, Curriculum Vitae, memo, notices, agenda, minutes	Interactive Lectures, Case Studies, Experiential Learning	9
3	Social correspondence, letter of recommendations, letter of introduction, letter of congratulation, formal/informal invitation, letter of condolence	Interactive Lectures, Case Studies, Experiential Learning	9
4	Formal reports, preparatory steps, types, structure, compulsory/ optional elements	Interactive Lectures, Case Studies, Experiential Learning	9
5	Effective reading skills-comprehension, summary; Effective listening- barriers, methods of improvement, Spoken English for business communication, Making oral presentation	Interactive Lectures, Case Studies, Experiential Learning	9

Part	С

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Developing Effective Communication Strategies for Stakeholder Engagement	PBL	BL3-Apply	15

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

	Part E
Books	N. Gupta, (2023 Edition)
Articles	Goodman, M. B., & Hirsch, P. B. (2012). Corporate communication: Chapter 6: Tools and techniques for external corporate communication (BEP097) [PDF]. Business Expert Press
References Books	Mahajan (2023 Edition)
MOOC Courses	https://www.coursera.org/specializations/business-english
Videos	https://www.google.com/gasearch?q=videos%20on%20business%20communication%20&tbm=&source=sh/x/gs/m2/5#fpstate=ive&vid=cid:afd6dc8a,vid:HO5J62RwFVw,st0

Course Articulation Matrix

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



BComHons

Title of the Course	Human Resource M	man Resource Management							
Course Code	ACC-402[T]								
			Part A						
Year	2nd	Semester	4th	Credits	L	Т	Р	С	
					4	0	0	4	
Course Type	Theory only								
Course Category	Disciplinary Major								
Pre-Requisite/s	Students should be	e familiars with Management of Human Re	esource in Organizations	Co-Requisite/s					
Course Outcomes & Bloom's Level	CO2- Students will CO3- Students will CO4- Students will	be able to define key HR functions and te be able to explain the role of HR in achie be able to apply recruitment strategies fo be able to analyze the impact of workplar be able to evaluate the effectiveness of a	ving organizational goals. (BL2-Underst r attracting qualified candidates. (BL3-A ce diversity on employee relations. (BL4-	pply) -Analyze)					
Skill Development × Entrepreneurship × Employability × Professsonal Ethics × Gender √ Human Values √ Environment ×		SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth)						

		Part B	
Modules	Contents	Pedagogy	Hours
1	Understanding concept of Human Resource Management Concept, nature, scope, objectives and importance of HRM, Evolution of HRM, Challenges of HRM, Personnel Management vs HRM, Difference between PM and HRM, Role of HR Professional / Manager, Qualities of successful HR. Structure of HR Department, line and staff aspects of HRM.	Interactive Lacture, Experiential Learning	12
2	Acquisition of Human Resources Human Resource Planning: Process of human resource planning, forecasting demand and supply, succession planning, Job Analysis: Uses and Methods, Job description and Job specification. Recruitment, selection & orientation: Internal & external sources of recruitment, e-recruitment, advantages & problems of internal & external recruitment, steps in placement and selection process, Selection tests and Interview, Orientation Programme and Induction. Job changes - transfers, promotions/demotions, separations	Interactive Lectures, Case Studies, Experiential Learning	12
3	Training and Development Concept and importance of training; types of training; methods of training; design of training programme; evaluation of training effectiveness; executive development – process and techniques, Mentoring and Coaching	Interactive Lectures, Case Studies, Experiential Learning	12
4	Performance Management System Performance and Potential appraisal – concept and objectives; traditional and modern methods, limitations of performance appraisal methods, Rating Errors and Biases, Uses of performance appraisal, Career Management: Career anchors, career life stages, career planning.	Interactive Lectures Case Studies Experiential Learning	12
5	Gender Diversity in the Indian Workplace, Gender Pay Gap in India, Career Development and Advancement Opportunities for Indian Women, Mentorship and Sponsorship Programs for Women in Indian Organizations.	Interactive Lacture, Experiential Learning	12

	Par	t C		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
2	Developing Strategic HR Policies for Talent Acquisition and Retention	PBL	BL4-Analyze	15

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

Books	Human Resource Management, 11thEdition by Gary Desseler, Publisher: Prentice-Hall of India ,ISBN -978-81-203-3443-4
Articles lreland, R. D., Liu, Y., Combs, J., & Ketchen, D. Jr. (2007, November 9). The value of human resource management for organizational performance. [Article No. BH255]. Retrieve from [URL]	
References Books	Human Resource Management by R. Wayne Mondy, Pearson Publications, Delhi
MOOC Courses	https://www.udemy.com/course/certification-course-in-human-resource-management/
Videos	https://www.google.com/gasearch? q=videos%20on%20human%20resource%20management%20in%20english&tbm=&source=sh/x/gs/m2/5#fpstate=ive&vld=cid:d210c08d.vid:aPEUKLxxh k,st:0

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



BBA_Hons

Title of the Course	Business Commu	nication-I								
Course Code	AMC-103[T]	-103[T]								
			Part A							
Year	1st	Semester	1st	Credits	L	Т	Ρ	С		
Tear	130	Jemester	131	Credita	3	0	0	3		
Course Type	Theory only	Jry only								
Course Category	Discipline Core	scipline Core								
Pre-Requisite/s	Strong writing, rea	Strong writing, reading, and active listening skills are key for business communication in a BBA. Co-Requisite/s								
Course Outcomes & Bloom's Level	CO2- Students wi CO3- Students wi CO4- Students wi	II be able to memorize essential business cc II be able to explain the importance of effect II be able to apply appropriate communicatic II be able to analyze the impact of non-verba II be able to evaluate the clarity and persuas	ve communication in the business enviro on strategies for different audiences and c al cues on communication in the business	nment.(BL2-Understand) contexts.(BL3-Apply) context.(BL4-Analyze)						
Skill Development ✓ Entrepreneurship × Employability × Professsonal Ethics × Gender √ Human Values × Environment ×		×	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG17(Partnerships for the goals)						

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

	Par	t C		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Designing an Effective Internal Communication Strategy for a Company	PBL	BL3-Apply	15

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

Books	Wren & Mertin; English grammar and composition.		
Articles	Hooker, J. (2012). Cultural differences in business communication. The handbook of intercultural discourse and communication, 389-407		
References Books Sinha, K. K.; Business Communication, Galgotia Publishers			
MOOC Courses	https://www.coursera.org/specializations/business-english		
Videos	https://www.google.com/gasearch?q=videos%20on%20business%20communication%20&tbm=&source=sh/x/gs/m2/5#fpstate=ive&vid=cid:afd6dc8a,vid:HO5J62RwFVw,st:0		

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



BBA_Hons

Title of the Course	Environmental Manage	vironmental Management								
Course Code	AMC-104[T]	C-104[T]								
			Part A							
Year	1st	Semester	1st	Credits		Т 0	P 0	C 3		
Course Type	Theory only									
Course Category	Interdisciplinary Major	lerdisciplinary Major								
Pre-Requisite/s	Basic understanding o	f environmental concepts and awarene	ess of global sustainability challenges.	Co-Requisite/s						
Course Outcomes & Bloom's Level	CO2- Students will be CO3- Students will be CO4- Students will be	C01- Students will be able to identify and classify various natural resources and their management strategies. (BL1-Remember) C02- Students will be able to understand the interrelationship between human activities and environmental degradation. (BL2-Understand) C03- Students will be able to evaluate environmental issues and propose solutions using critical thinking and problem-solving skills. (BL5-Evaluate) C04- Students will be able to analyze the impact of human actions on ecosystems and biodiversity conservation. (BL4-Analyze) C05- Students will be able to evaluate environmental issues and propose solutions using critical thinking and problem-solving skills. (BL5-Evaluate)								
Coures Elements	Skill Development ✓ Entrepreneurship × Employability × Professsonal Ethics × Gender ✓ Human Values ✓ Environment ✓		SDG (Goals)	SDG3(Good health and well-being) SDG5(Gender equality) SDG6(Clean water and sanitation) SDG11(Sustainable cities and economies SDG13(Climate action) SDG15(Life on land))					

		Part B	
Modules	Contents	Pedagogy	Hours
1	Natural Resource Management: Renewable & Non-Renewable Resources: Utilization and Overuse Deforestation: Impact on Forests and Indigenous Communities Water Resources: Surface and Groundwater Management, Floods, Droughts, and Dam Effects Mineral Resources: Utilization and Conservation Food Resources: Agriculture's Environmental Impact and Modern Agricultural Practices	Interactive Lectures, Case Studies, Experiential Learning	9
2	Ecosystems and Biodiversity: Biodiversity: Genetic, Species, and Ecosystem Diversity Threats to Biodiversity and Conservation Strategies Environmental Pollution: Air, Water, Soil, and Marine Pollution Disaster Management: Floods, Earthquakes, Landslides, and Cyclones	Interactive Lectures, Case Studies, Experiential Learning	9
3	Social and Legal Perspectives: Sustainable Development and Urban Energy Issues Resettlement and Rehabilitation: Addressing Social Impacts Environmental Ethics and Consumerism Environmental Legislation: Acts and Enforcement for Public Awareness	Interactive Lectures, Case Studies, Experiential Learning	9
4	Climate Change and Health: Climate Change: Global Warming, Acid Rain, Ozone Depletion, and Nuclear Accidents Environmental Laws: Air Act, Water Act, Wildlife Protection Act Human Population Dynamics: Growth, Family Welfare Programs, and Health Impacts Information Technology's Role in Environmental Conservation	Interactive Lectures, Case Studies, Experiential Learning	9
5	Human Welfare and Rights: Human Health and Environmental Impacts HIV/AIDS, Women's, and Child Welfare Human Rights and Environmental Justice Integrating Technology for Environmental Awareness and Action	Interactive Lectures, Case Studies, Experiential Learning	9

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

			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 Lame, M., & Marcantonio, R. (2022). Environmental Management: Concepts and Practical Skills. Cambridge University Press.				
Articles	Ansari, N. Y., Farrukh, M., & Raza, A. (2021). Green human resource management and employees pro-environmental behaviours: Examining the underlying mechanism. Corporate Social Responsibility and Environmental Management, 28(1), 229-238.			
References Books	Sankar, R. N. A. (2015). Environmental Management. Oxford University Press.			
MOOC Courses				
Videos	https://www.youtube.com/watch?v=2iRDr9oC_4E			

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

Part D(Marks Distribution)



BComHons

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

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

Part C

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

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

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

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



BBA_Hons

Title of the Course	Organization Beha	avior									
Course Code	BMC-201[T]	3MC-201[T]									
	Part A										
Year			2nd	Credits	L	т	Р	С			
Tear	1st	Semester	210	Credits	4	0	0	4			
Course Type	Theory only	Theory only									
Course Category	Disciplinary Major										
Pre-Requisite/s	Students should b organisations.	be familiar with behavioural issues and thei	r linkage to performance in	Co-Requisite/s							
Course Outcomes & Bloom's Level	C01- Students will be able to explain the basic concepts and models related to organizational behavior(BL1-Remember) C02- Students will be able to develop an understanding of individual behavior in organizations, including attitudes, job satisfaction, emotions, personality, values, perception, decision making, and motivational theories(BL2-Understan) C03- Students will be able to apply motivational theories to analyze and propose strategies for improving employee engagement and job satisfaction.(BL3-Apply) C04- Students will be able to analyze different leadership styles and their impact on organizational culture, employee morale, and performance.(BL4-Analyze) C05- Students will be able to evaluate the effectiveness of teams within an organization, considering factors such as team composition, communication, and leadership.(BL5-Evaluate)										
Coures Elements	Skill Development × Entrepreneurship × Employability × Professsonal Ethics ✓ Gender ✓ Human Values ✓ Environment ×			SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth) SDG12(Responsible consuption and produc	tion)						

	Part B		
Modules	Contents	Pedagogy	Hours
1	Introduction: The emergence of organizational behaviour, Nature, Foundations and Determinants of organizational behaviour, Model of orgnisational behaviour, Challenges and Opportunities for orgnisational behaviour, Modern perspective on orgnisational behaviour.	interactive lectures and case studies	12
2	Individual Behavior and Behavioral Sciences: Individual behaviour, Perception, Perceptual organization and Perceptual process Components, Theoretical process and Principles of learning, Nature, Dimensions, Types, Factors and Measurements of attitude.	interactive	12
3	Group and Interpersonal Process: Dynamics of formal and informal work groups, Theories of group, Comparative study of formal and informal organization and functions of group. Leadership and its theories, Leadership styles, Likert's management systems and Choice of a leadership style.	interactive lectures and case studies	12
4	Motivation and Organisational Culture: Emerging perceptive of motivation, Types of motives, Motivation approaches. Dynamics of conflicts and negotiation. Nature and Common attribute of organisational culture, Models of International culture, Dimensions and Impact of culture on International organizational behaviour.	interactive lectures and case studies	12
5	Leadership Styles: 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 lectures and case studies	12

	Par	tC		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Developing Strategies to Improve Organizational Culture and Employee Behavior	PBL	BL3-Apply	15

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

Part E							
Books	Books Robbins, S. P., Judge, T. A., & Sanghi, S. (2007). Organizational Behaviour, Dorling Kindersley (India) Pvt. Ltd.						
Articles	Rousseau, D. M. (1997). Organizational behavior in the new organizational era. Annual review of psychology, 48(1), 515-546						
References Books	Luthans, F., Luthans, B. C., & Luthans, K. W. (2021). Organizational behavior: An evidence-based approach fourteenth edition. IAP.						
MOOC Courses	https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/229						
Videos	https://www.google.com/gasearch? q=videos%20on%20business%20organization%20in%20english&tbm=&source=sh/x/gs/m2/5#fpstate=ive&vld=cid:1901557e,vid:Kk_JoEHC5KY,st:0						

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

Part D(Marks Distribution)



BBA_Hons

Title of the Course	Legal Aspect	egal Aspect of Business I								
Course Code	BMC-205[T]									
			Part A							
Year	1st	Semester	2nd	Credits	L	т	Р	С		
Tear	ISL	Semester	210	Credits	4	0	0	4		
Course Type	Theory only									
Course Category	Disciplinary Major									
Pre-Requisite/s	A rational min	nd-set is the basic pre-requisite.		Co-Requisite/s	ə/s					
Course Outcomes & Bloom's Level	CO2- Studen CO3- Studen CO4- Studen	ts will be able to understand the ts will be able to apply principles ts will be able to analyze the Indi	situation where they can imple of contract law to analyze and ian business law and its applic	s relevant to business law, such as contracts, ment the laws in business. (BL2-Understand I draft basic business contracts, including tern ation in management. (BL4-Analyze) acisions and propose strategies to minimize le) ns and conditi	ons.(BL3-App	ly)	nber)		
Skill Development × Entrepreneurship × Employability × Professsonal Ethics ✓ Gender √ Human Values × Environment ×			SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG12(Responsible consuption and produc	ction)					

	Pa	irt B	
Modules	Contents	Pedagogy	Hours
1	Indian Contract Act, 1872 Introduction, offer and acceptance, consideration, capacity of parties, free consent, discharge of contract, special contracts.	Interactive Lectures, case studies and role play	12
2	Sale of Goods Act, 1930 Formation of contract of sale, sale and agreement to sell, hire purchase agreement, conditions and warranties, rights of unpaid seller, sale by auction.	Interactive Lectures, case studies and role play	12
3	Negotiable Instruments Act, 1881 Basics of negotiable instruments: promissory note, bill of exchange and Cheque; parties to negotiable instruments, dishonour and discharge of negotiable instruments	Interactive Lectures, case studies and role play	12
4	Consumer Protection Act, 1986 Introduction, Application and Objects of the act, Consumer, consumer disputes, complaints and complainants, consumer disputes redressel agencies, consumer protection councils.	Interactive Lectures, case studies and role play	12
5	Definition of void agreement Sec 2(g) & voidable agreement Sec 2(i). Agreement Sec 2(1). Agreements declared to be void; Agreements of which consideration & objects are unlawful in part (Sec 24); Agreements without consideration (Sec 25); Agreements in restraint of marriage (Sec 26); Agreements in restraint of Irade (Sec 27); Agreements in restraint of legal proceedings (Sec 28); Unmeaning agreement (Sec 29); Wagering agreement (sec 30); Agreement to do an impossible act (Sec 56); Performance of contracts, Breach of contract.	Interactive Lectures, case studies and role play	12

	Par	t C		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
3	Analyzing the Impact of Business Laws on Company Operations	PBL	BL5-Evaluate	15

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

Books	Kuchal, M.C., Business Law; Vikas Publishing House, New Delhi
Articles Tavernier, E. (1983). Legal aspects of Forfaiting. Int'l Bus. Law., 11, 25.	
References Books	Kapoor, N.D., Business Law, Sultan Chand & Sons, New Delhi.
MOOC Courses	
Videos	https://www.google.com/gasearch? g-videos%20on%20legal%20aspects%20of%20business%20in%20rnglish&tbm=&source=sh/x/gs/m2/5#fpstate=ive&vld=cid:58a7bd57.vid:BLKCkZs3TaA.st:0&vuanr=12

	Course Articulation Matrix														
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	P011	PO12	PSO1	PSO2	PSO3
CO1	2	-	-	-	-	-	-	-	-	-	-	-	1	-	2
CO2	2	2	-	3	-	-	-	-	-	-	-	-	-	2	1
CO3	2	-	-	3	-	-	-	-	-	-	-	-	1	3	-
CO4	-	2	1	1	-	-	-	-	-	-	-	-	-	1	3
CO5	-	1	-	1	-	-	-	-	-	-	-	-	-	2	1
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BBA_Hons

Title of the Course	Business Ethics										
Course Code	BMC-302[T]										
		Part	A								
Year	2nd Semester		3rd	Credits		Т	Р	С			
						0	0	3			
Course Type	Theory only	iory only									
Course Category	Course Category Disciplinary Major										
Pre-Requisite/s The Students will gain an understanding of business ethics, including ethical principles such as utilitarianism, rights, justice, and virtue ethics, and their application in the international context. Co-Requisit				Co-Requisite/s							
Course Outcomes & Bloom's Level	CO2- Student will be ab CO3- Student will be ab CO4- Student will be ab	We to recall the major ethical theories and print le to explain the ethical principles underlying ale to demonstrate ethical reasoning in hypoth le to Analyze the ethical dimensions of corpo ale to Assess the ethical performance of comp	business decisions (BL2-Understand) etical business situations (BL3-Apply) rate policies and practices (BL4-Analyze)	nsibility initiatives.(BL5-Evaluate)							
Coures Elements	Skill Development ✓ Entrepreneurship X Employability X Professsonal Ethics ✓ Gender ✓ Human Values ✓ Environment X		SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth)							

Part B

Modules	Contents	Pedagogy	Hours
1	Business ethics: Meaning of ethics, why ethical problems occur in business. Ethical principles in business: Utilitarianism: weighing social cost and benefits, Rights and duties, Justice and fairness, The ethics of care, Integrating utility, rights, justice and caring, An alternative to moral principles: virtue ethics, Morality in international context, Moral issues in business: Worker's and employee's rights and responsibilities. Common indicators for measuring business social performance, Reporting social responsibility measures in annual report; Business Ethics in Indian Perspective.	Interactive Lectures, Case Studies, Experiential Learning	9
2	Overview- Corporate governance: concept, Need to improve corporate governance standards, Features of good governance, Kumar Mangalam Birla, Naresh Chandra, Narayan Murthy. committee report Corporate governance abuses, Role played by regulators to improve corporate governance.	Interactive Lectures, Case Studies, Experiential Learning	9
3	The Board –Quality and Composition of Board, Structure, Functions. Outside Directors on the board (independent, nominee) Committees appointed by Board, Role of Board, Executive, Non-Executive, directors and financial institutions in enhancing corporate governance, critical issues in governance of board director, Role of auditors in enhancing corporate governance-duties and responsibilities of auditors, corporate governance and internal auditors.	Interactive Lectures, Case Studies, Experiential Learning	9
4	The CEO -CEO selection, turnover, succession, and compensation, and the ability of the Board and/or shareholders to monitor the CEO. Selection, Turnover, and Succession, CEO Duality, Compensation, Top Management Teams, Monitoring the CEO, Power and Communication in Corporate Governance, Agency & Hubris Theories.	Interactive Lectures, Case Studies, Experiential Learning	9
5	Shareholders - Shareholder activism and institutional investors. Role of shareholders in corporate governance, Pension funds, relational investing, investor relations, proxies.	Interactive Lectures, Case Studies, Experiential Learning	9

	Part C							
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours				
3	Ethical Dilemmas in Business: Case Studies and Ethical Decision Making	PBL	BL4-Analyze	15				

Part D(Marks Distribution)

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

Part E								
Books	• An introduction of Business Ethics Dr. R.B Gupta, Dr. K S Khanka, Sultan Chand and Sons, New Delhi.							
Articles Weitzner, D. (2022, January 1). Three ways companies are getting ethics wrong. [Article No. SMR64235]. Retrieved from [URL]								
References Books	Basics of Business Ethics Sixth Edition by Robert RozerHisrich, Michael P Peters, Dean A Shepherd, Tata McGraw Hill Education, Private Ltd., New Delhi • Business Ethics, Dr.P.K Sharma, Edition 2012.							
MOOC Courses	https://www.coursera.org/learn/success-with-integrity-business-ethics-foundation#modules							
Videos	https://www.google.com/gasearch?q=videos%20on%20business%20ethics%20in%20english&source=sh/x/gs/m2/5#fpstate=ive&vld=cid:2862e396,vid:A9i8dwKC7TE,st:0							

Course Articulation Matrix P01 PO2 PO4 PO10 PO11 PO12 PSO1 PSO2 COs PO3 PO5 P06 P07 PO8 PO9 PSO3 CO1 2 1 1 -1 1 1 CO2 2 2 2 1 2 --------CO3 3 2 1 2 1 1 ------CO4 2 1 1 --1 1 --------2 CO5 1 2 -2 1 ---------CO6 -----_ --------



BBA_Hons

Title of the Course	Human Resource Mana	agement						
Course Code	BMC-402[T]							
		Part	A					
Year	2nd	Semester	4th	Credits	L	Т	Р	С
i cui	210	Genicater		oreans	3	0	0	3
Course Type	Theory only							
Course Category	Disciplinary Major							
Pre-Requisite/s	Students should be far	Students should be familiar with Management of Human Resource in Organizations. Co-Requisite/s						
Course Outcomes & Bloom's Level	CO2- Student will be a CO3- Student will be a CO4- Student will be a	ble to define the key functions of Human Resou ble to explain the impact of training and develop ble to apply HRM theories and concepts to real ble to analyze a case study of a workplace con ble to evaluate the effectiveness of different em	pment programs on employee performance a -world scenarios.(BL3-Apply) flict, identifying the root causes and proposing	nd organizational goals. (BL2-Understand) g appropriate conflict resolution strategies. (BI		alyze	9)	
Coures Elements	Skill Development X Entrepreneurship X Employability X Professsonal Ethics X Gender ✓ Human Values ✓ Environment X		SDG (Goals)	SDG4(Quality education) SDG5(Gender equality)				

		Part B	
Modules	Contents	Pedagogy	Hours
1	Understanding concept of Human Resource Management Concept, nature, scope, objectives and importance of HRM, Evolution of HRM, Challenges of HRM, Personnel Management vs HRM, Difference between PM and HRM, Role of HR Professional / Manager, Qualities of successful HR. Structure of HR Department, line and staff aspects of HRM.	Interactive lectures, Case studies	9
2	Acquisition of Human Resources Human Resource Planning: Process of human resource planning, forecasting demand and supply, succession planning, Job Analysis: Uses and Methods, Job description and Job specification. Recruitment, selection & orientation: Internal & external sources of recruitment, e-recruitment, advantages & problems of internal & external recruitment, steps in placement and selection process, Selection tests and Interview, Orientation Programme and Induction. Job changes - transfers, promotions/demotions, separations	Interactive Lectures, Debates and Discussions,	9
3	Training and Development Concept and importance of training; types of training; methods of training; design of training programme; evaluation of training effectiveness; executive development - process and techniques, Mentoring and Coaching	Interactive lectures, Case studies, problem based learning	9
4	Performance Management System Performance and Potential appraisal - concept and objectives; traditional and modern methods, limitations of performance appraisal methods, Rating Errors and Biases, Uses of performance appraisal, Career Management: Career anchors, career life stages, career planning.	Interactive Lectures Case Studies Experiential Learning	9
5	Gender Diversity: Gender Diversity in the Indian Workplace, Gender Pay Gap in India, Career Development and Advancement Opportunities for Indian Women, Mentorship and Sponsorship Programs for Women in Indian Organizations.	Interactive Lectures Case Studies	9

	Par	t C		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Developing an Effective Employee Training and Development Program	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								

	Parte						
Books	Human Resource Management, 11th Edition by Gary Desseler, Publisher: Prentice-Hall of India ,ISBN -978-81-203-3443-4 Human Resource Management, by K Aswashthapa						
Articles	Articles Stone, D. L., & Deadrick, D. L. (2015). Challenges and opportunities affecting the future of human resource management. Human Resource Management Review, 25(2), 139-145.						
References Books Human Resource Management by R. Wayne Mondy, Pearson Publications, Delhi							
MOOC Courses	https://www.udemy.com/course/certification-course-in-human-resource-management/						
Videos	https://www.google.com/gasearch? q=videos%20on%20human%20resource%20management%20in%20english&tbm=&source=sh/x/gs/m2/5#fpstate=ive&vld=cid:d210c08d,vid:aPEUKLxxh_k,st:0						

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



BBA_Hons

Title of the Course	Consumer Behavio	or										
Course Code	BMEC-501 MM[T]											
			Part A									
Year	3rd	Semester	5th	Credits	L 4	т 0	P 0	C 4				
Course Type	Theory only											
Course Category	Discipline Specific Elective											
Pre-Requisite/s	Consumer behavior draws heavily on the disciplines of psychology, economics, sociology and anthropology. Co-Requisite/s											
Course Outcomes & Bloom's Level	CO2- Students wil CO3- Students wil CO4- Students wil	I be able to define key terms related to con- I be able to explain the psychological and s I be able to apply consumer behavior theor I be able to analyze consumer behavior pal I be able to evaluate the effectiveness of m	ocial factors that influence consumer be ies to analyze real-world examples and iterns and trends in specific markets or i	case studies.(BL3-Apply) ndustries.(BL4-Analyze)								
Coures Elements	Skill Development Entrepreneurship Employability X Professsonal Ethic Gender ✓ Human Values X Environment X	×	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG12(Responsible consuption and produc SDG17(Partnerships for the goals)	tion)							

	F	Part B	
Modules	Contents	Pedagogy	Hours
1	Introduction to Consumer Behavior - Definition and Scope of Consumer Behavior Importance of Consumer Behaviour in Marketing The Consumer Decision Process Market Analysis and Consumer Segmentation	Interactive Lectures Case Studies	12
2	Psychological Influences on Consumer Behaviour Perception Motivation Learning Memory Involvement	Interactive Lectures Case Studies Experiential Learning	12
3	Social and Cultural Influences on Consumer Behaviour Culture and Subcultures Social Class and Social Reference Groups Family and Household Influences Consumer Personality	Interactive Lectures Case Studies Experiential Learning	12
4	Consumer Decision Making Models of Consumer Decision Making (e.g., Economic Model, Howard-Sheth Model) Problem Recognition and Information Search Evaluation of Alternatives Purchase Decision and Post-Purchase Behaviour Consumer Decision Making under Different Conditions	Interactive Lectures Case Studies Experiential Learning	12
5	Consumer Behaviour Applications in Marketing Consumer Behaviour Research Techniques Marketing Strategies Based on Consumer Behaviour Insights Ethical Issues in Consumer Behaviour The Future of Consumer Behaviour	Interactive Lectures Case Studies	12

	Par	t C		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Market Research and Analysis of Consumer Purchase Decisions	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	Schiffman and Kanuk, Consumer Behaviour, Pearson Education.
Articles	Cohen, J. B., Pham, M. T., & Andrade, E. B. (2018). The nature and role of affect in consumer behavior. In Handbook of consumer psychology (pp. 306-357). Routledge.
References Books	Michael R. Solomon, Consumer Behaviour- Buying, Having and Being, Prentice Hall of India.
MOOC Courses	https://www.coursera.org/learn/market-research#modules
Videos	https://www.google.com/gasearch?q=videos%20on%20consumer%20behavior%20in%20english&tbm=&source=sh/x/gs/m2/5#fpstate=ive&vld=cid:3bebabbe,vid:gtfPU6nTa9k,st:0

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



BBA_Hons

Title of the Course	Performance and Co	ompensation Management System											
Course Code	BMEC-502 HR[T]												
		Pa	art A										
Year	3rd	Semester	5th	Credits	L	Т	Ρ	С					
rour	old -	Concester	0.11			0	0	4					
Course Type	Theory only												
Course Category	Discipline Specific E	scipline Specific Elective											
Pre-Requisite/s	Students should have basic Understanding of organizational behavior, human resource management concepts, and basic accounting principles.												
Course Outcomes & Bloom's Level	CO2- Students will b CO3- Students will b CO4- Students will b	be able to recall key principles and concepts of pe able to explain the relationship between perf be able to demonstrate the ability to apply perfo- pe able to analyze the impact of different comp- be able to evaluate the effectiveness of perform	formance management and organizational prmance management techniques in real-we ensation strategies on employee motivation	objectives.(BL2-Understand) orld scenarios.(BL3-Apply) and organizational performance.(BL4-Analy)	ze)								
Coures Elements	Skill Development × Entrepreneurship × Employability × Professsonal Ethics Gender ✓ Human Values ✓ Environment ×		SDG (Goals)	SDG1(No poverty) SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG17(Partnerships for the goals)									

Part B Modules Contents Pedagogy Hours Introduction- Concept, Philosophy, History from performance appraisal to performance development. Contemporary PMS. 1 Interactive Lectures Case Studies 12 4 dimensions of PMS, Performance Planning, Feedback and coaching, performance appraisal outcome and reward. Performance Planning, Goal Sheet, Goal Alignment, Coaching and mentoring processes. Alignment with organizational goals. Performance Counseling -Planning for new cycle, Strategic PMS, International Aspects of PMS. 2 12 Interactive Lectures Case Studies Experiential Learning Incentives for production employees, Modern trends in compensation-from wage and salary to cost to company concept, compensation surveys, managers & executives. Incentives for other professionals: Developing effective incentive plans. Supplementary pay benefits, insurance benefits, retirement benefits, employee services benefits & Incentive practices in industry. 3 Interactive Lectures Case Studies Experiential Learning 12 Wages in India: Minimum wage, fair wage and living wage. Methods of state regulation of wages. wage differentials & national wage policy Regulating payment of wages, wage boards, Pay commissions, dearness allowances, linking wages with productivity.. 4 12 Interactive Lectures Case Studies Experiential Learning Special compensation situations: International compensation system, managing variations, culture Strategic-Market Mindset, Expatriate Pay- skill based, Competency Based, Team Compensation. Individual and group incentives. 5 12 Interactive Lectures Case Studies

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Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
2	Designing an Effective Performance Management System for Employee Motivation	PBL	BL3-Apply	15

Part D(Marke Distribution)

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

Books	Milkovich, G. T., & Newman, J. M., Compensation, 8th ed., Boston: Irwin/McGraw-Hill, 2005
Articles	Aliku, I. H., Morka, T. O., & IGEMOHIA, F. (2020). Compensation management and employee performance: Manufacturing industry in focus. PalArch's Journal of Archaeology of Egypt/Egyptology, 17(7), 8792-8810
References Books	Competitive Rewarding: The Essential Business Guide to Compensation and Benefits in Hong Kong and the PRC, Hong Kong: Asia Law & Practice Publication, c1998
MOOC Courses	https://www.coursera.org/learn/compensation-and-benefits
Videos	https://www.google.com/gasearch? q=videos%20on%20performance%20and%20compensation%20in%20management%20in%20english&tbm=&source=sh/x/gs/m2/5#fpstate=ive&vld=cid:b1668ad9,vid:wFHtfheFFPY,st.0

Course Articulation Matrix

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



BBA_Hons

Title of the Course	Industrial Relations a	nd Labour Legislation						
Course Code	BMEC-503 HR[T]							
		Part	A					
Year	3rd	Semester	5th	Credits	L	Т	Ρ	С
	ord				4	0	0	4
Course Type	Theory only							
Course Category	Course Category Discipline Specific Elective							
Pre-Requisite/s		amiliar with the basic functions of the Human Re ould come prepared with study material provided	t Co-Requisite/s					
Course Outcomes & Bloom's Level	CO2- Students will be CO3- Students will be CO4- Students will be	e able to recall key historical events and legal fra e able to explain the principles and theories und e able to apply labor legislation knowledge to an e able to evaluate the impact of industrial relation e able to assess the effectiveness of various ind	erlying industrial relations and labor laws in alyze and resolve workplace disputes and c ns policies and labor laws on organizational	organizational contexts (BL2-Understand) onflicts effectively.(BL3-Apply) performance and employee relations.(BL4-A		e)		
Coures Elements	Skill Development X Entrepreneurship X Employability X Professsonal Ethics Gender ✓ Human Values ✓ Environment X	4	SDG (Goals)	SDG1(No poverty) SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)				

Part B

Modules	Contents	Pedagogy	Hours
1	Concept & importance of industrial relations: Approaches of IR - System model, Pluristic approach, Weber's social action approach. Trade Unions: Structure, functions and issues in India. Strikes: Causes and Types, Trade Union Act. Employers' organisations in India: Functions of employers' association, structure of employer's organizations, lockouts.	interactive lectures and case studies	12
2	Workers participation in management: Objectives of workers' participation, modes of participation & their functions, works committee, joint management council, shop council, joint council, Grievance Procedure, Suggestion Schemes.	studies	12
3	Collective bargaining: Importance of collective bargaining, procedure of collective bargaining, essentials of successful collective bargaining, problems of collective bargaining in India, types of bargaining.	studies	12
4	Discipline: Positive, negative discipline, disciplinary procedure, Absenteeism, Turnover, Dismissal and Discharge.	studies	12
5	Social security legislation in India. Payment of Gratuity Act, Payment of Bonus Act, Maternity Benefit, Workmen's Compensation Act, Provident Fund Act, Employee State Insurance Act.	studies	12

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
3	Negotiating Collective Bargaining Agreements for Improved Workplace Relations	PBL	BL3-Apply	15

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

	Part E
Books	Arun Monappa , —Industrial Relations & Labour Laws- McGraw Hill Education
Articles	BBA-506 HR[T] Industrial Relations and Labour Legislation Badigannavar, V. (2006). Industrial relations in India. In Global Industrial Relations (pp. 217-236). Routledge
References Books	SC Shrivastava,The Fundamental of Indutrial Lawl Vikas Publishing House 2. ND Kapoor,Handbook of Industrial Lawl Sultan Chand's
MOOC Courses	
Videos	https://www.google.com/gasearch?q=videos%20on%20industrial%20relations%20in%20english&tbm=&source=sh/x/gs/m2/5#fpstate=ive&vid=cid:e48f0ca5,vid:1TjYFxwprf4,st:0

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



BBA_Hons

Title of the Course	Compensation and	Compensation and Benefits							
Course Code	BMEC-802 HR[T]	BMEC-802 HR[T]							
			Part A						
	445	0	044	LT			Р	С	
Year	4th	Semester	8th	Credits	3	0	0	3	
Course Type	Theory only		L.			1			
Course Category	Discipline Electives	6							
Pre-Requisite/s	A basic understand	ling of human resource manage	ment is desirable.	Co-Requisite/s					
Course Outcomes & Bloom's Level	CO2- Students will CO3- Students will Apply) CO4- Students will CO5- Students will	be able to explain the relationsh be able to develop a compensa- be able to evaluate the effective be able to critique the ethical im-	hip between compensation strategies tion plan for a specific job role, consi eness of different reward systems in a pilications of various compensation p	ackage and their purposes within an org , employee motivation, and organizatior dering internal equity, external competit achieving organizational goals. (BL4-An ractices, considering fairness, transpare o address a specific organizational challe	al performance veness, and re alyze) ency, and poter	e.(BL2-Unde levant legal	erstand) requiremer	•	
Coures Elements	Skill Development Entrepreneurship > Employability √ Professsonal Ethic	×	SDG (Goals)	SDG1(No poverty) SDG3(Good health and well-being) SDG4(Quality education)) growth) d production)				

		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

Dort	0
Рап	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

Course Articulation Matrix

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



BComHons

Title of the Course									
Course Code	DCEC- 502 HR[T]	C- 502 HR[T]							
-			Part A						
Year	3rd	Semester	5th	Credits	L	Т	Р	С	
Teal	314	Semester	501	Credits	3	0	0	3	
Course Type	Theory only								
Course Category	Disciplinary Major								
Pre-Requisite/s	Students should b	e familiar with Management of Human Res	ource in Organizations.	Co-Requisite/s					
Course Outcomes & Bloom's Level	CO2- Student will CO3- Student will CO4- Student will	be able to apply HRM theories and concer be able to analyze a case study of a work	d development programs on employee to to real-world scenarios. (BL3-Apply) place conflict, identifying the root causes	performance and organizational goals. (BL2-I	strategie	es. (BL4-)	
Coures Elements	Skill Development Entrepreneurship Employability X Professsonal Ethi Gender ✓ Human Values ✓ Environment X	×	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth)					

		Part B	
Modules	Contents	Pedagogy	Hours
1	Understanding concept of Human Resource Management Concept, nature, scope, objectives and importance of HRM, Evolution of HRM, Challenges of HRM, Personnel Management vs HRM, Difference between PM and HRM, Role of HR Professional / Manager, Qualities of successful HR. Structure of HR Department, line and staff aspects of HRM.	Interactive lectures, Case studies	9
2	Acquisition of Human Resources Human Resource Planning: Process of human resource planning, forecasting demand and supply, succession planning, Job Analysis: Uses and Methods, Job description and Job specification. Recruitment, selection & orientation: Internal & external sources of recruitment, e-recruitment, advantages & problems of internal & external recruitment, steps in placement and selection process, Selection tests and Interview, Orientation Programme and Induction. Job changes - transfers, promotions/demotions, separations	Interactive Lectures, Debates and Discussions,	9
3	Training and Development Concept and importance of training; types of training; methods of training; design of training programme; evaluation of training effectiveness; executive development - process and techniques, Mentoring and Coaching	Interactive lectures, Case studies, problem based learning	9
4	Performance Management System Performance and Potential appraisal - concept and objectives; traditional and modern methods, limitations of performance appraisal methods, Rating Errors and Biases, Uses of performance appraisal, Career Management: Career anchors, career life stages, career planning.	Interactive Lectures Case Studies Experiential Learning	9
5	Gender Diversity: Gender Diversity in the Indian Workplace, Gender Pay Gap in India, Career Development and Advancement Opportunities for Indian Women, Mentorship and Sponsorship Programs for Women in Indian Organizations.	Interactive Lectures Case Studies	9

	Par	t C		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Developing an Effective Employee Training and Development Program	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 Eva		

	Faite				
Books	Human Resource Management, 11th Edition by Gary Desseler, Publisher: Prentice-Hall of India ,ISBN -978-81-203-3443-4 Human Resource Management, by K Aswashthapa				
Articles	Articles Stone, D. L., & Deadrick, D. L. (2015). Challenges and opportunities affecting the future of human resource management. Human Resource Management Review, 25(2), 139-145.				
References Books	Human Resource Management by R. Wayne Mondy, Pearson Publications, Delhi				
MOOC Courses	https://www.udemy.com/course/certification-course-in-human-resource-management/				
Videos	https://www.google.com/gasearch? g=videos%20on%20human%20resource%20management%20in%20english&tbm=&source=sh/x/gs/m2/5#fpstate=ive&vld=cid:d210c08d.vid:aPEUKLxxh k.st:0				

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



BComHons

Title of the Course	Investment Analysi	s											
Course Code	DCEC-601 FM[T]	601 FM[T]											
			Part A										
Year	3rd	Semester	6th	Credits	L	т	Р	С					
Teal	310	Semester											
Course Type	Theory only	y only											
Course Category	Discipline Specific	ipline Specific Elective											
Pre-Requisite/s	A bird's eye view o	bird's eye view on the basic concepts of investment and financial markets is desirable. Co-Requisite/s											
Course Outcomes & Bloom's Level	CO2- Students will CO3- Students will Apply) CO4- Students will	I be able to calculate basic risk and retu I be able to evaluate the performance o	ween risk and return in investment dec urn measures for individual assets and of a portfolio using different performanc	nember) isions and how portfolio theory helps manage construct a simple portfolio based on investm e metrics identify potential areas for improven ions, economic forecasts, and individual invest	ent objec nent. (BL 4	tives and -Analyze	risk tolera	ance. (BL3-					
Coures Elements	Skill Development ✓ SDG1(No poverty) Entrepreneurship X SDG4(Quality education) Employability X SDG8(Decent work and economic growth) Professsonal Ethics ✓ SDG (Goals) Gender ✓ SDG1(Reduced inequalities) Human Values ✓ SDG13(Climate action) Environment X SDG17(Partnerships for the goals)												

Part B Modules Contents Pedagogy Hours Investment- meaning, nature & types, investment and it specialization, investment avenues, investment framework in india. 12 1 interactive lectures and case studies Basics of Bond, YTM, Bond Theorems, Yield curve; Interest Rate Risk: Duration and Modified Duration; Bond Strategies - Passive and Active;, financial analysis of an industry; Company analysis: Detailed financial statement analysis from Investment decision perspective; Share valuation : Dividend discount models- constant growth & two stage growth model, three stage growth model (H model); Relative valuation models using P/E ratio (Book value to market value) 2 12 Interactive lectures, problem based learning Portfolio analysis: Portfolio risk and return, Markowitz portfolio model: 2 asset portfolio, concept of efficient frontier & Optimum portfolio, Single index model: concept of beta systematic and unsystematic risk, Capital asset pricing model (CAPM): CML and SML and application of CAPM. 3 Interactive lectures, problem based learning 12 Asset allocation: Asset allocation pyramid, investor life cycle approach, Portfolio management services: Passive - Index funds, systematic investment plans. Active - market timing, style investing; Portfolio Revision & Evaluation: Evaluation of Portfolio: Sharpe's Treynor's & Jensen's measures, FAMA Model, Mutual Funds Performance Evaluation 4 12 Interactive lectures, problem based learning Introduction to efficient market hypothesis and basis of security analysis: Approaches to Securities Analysis; Fundamental analysis: Meaning, assumptions and EIC framework; Economy analysis: Leading lagging & coincident macroeconomic indicators, Expected direction of movement of stock prices with macroeconomic variables in the Indian context; Industry analysis: Classification of industries in India, Models of industry analysis stages of life cycle, porters five forces, SWOT analysis , Elementary concepts of fundamental analysis(Resistance support, consolidation, momentum, candle chart, head & shoulders) 12 5 Interactive lectures, problem based learning

	Par	t C		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
3	Portfolio Optimization Strategies for Wealth Management	PBL	BL3-Apply	15

Part D(Marks Distribution)

Theory

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

	Part E
Books	Prasanna Chandra, Investment Analysis & Portfolio Management, 6th Edition, TMH.
Articles	Jha, L. D. N., Mishra, R. S., & Bhome, S. (2016). Investment Analysis And Portfolio Managemen
References Books	Bodie, Z., Kane, A., & Marcus, A. J. (2020). Investments (11th ed.). McGraw-Hill Education.
MOOC Courses	https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_pg/398
	https://www.google.com/gasearch? q=videos%20on%20investement%20analysis%20and%20portfolio%20management%20%20in%20english&tbm=&source=sh/x/gs/m2/5#fpstate=ive&vId=cid:c6758124,vid:sXL55LKcLIA,st:0&vuanr=4

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

Part F



BComHons

Title of the Course	Consumer Behaviour										
Course Code	DCEC-601 MM[T]										
-			Part A								
Year	3rd	Semester	6th	Credits	L	т 0	P 0	C 4			
		4									
Course Type	Theory only										
Course Category	Discipline Specific	Elective									
Pre-Requisite/s	Consumer behavior anthropology.	or draws heavily on the disciplines of psych	ology, economics, sociology and	Co-Requisite/s							
Course Outcomes & Bloom's Level	CO2- Students wil CO3- Students wil CO4- Students wil	I be able to define key terms related to con I be able to explain the psychological and s I be able to apply consumer behavior the I be able to analyze consumer behavior pa I be able to evaluate the effectiveness of m	ocial factors that influence consumer be ies to analyze real-world examples and tterns and trends in specific markets or i	case studies.(BL3-Apply) ndustries.(BL4-Analyze)							
Coures Elements	Skill Development Entrepreneurship Employability X Professsonal Ethio Gender ✓ Human Values X Environment X	×	SDG (Goals)	SDG4(Quality education) SDG12(Responsible consuption and produc SDG17(Partnerships for the goals)	tion)						

	F	Part B	
Modules	Contents	Pedagogy	Hours
1	Introduction to Consumer Behavior - Definition and Scope of Consumer Behavior Importance of Consumer Behaviour in Marketing The Consumer Decision Process Market Analysis and Consumer Segmentation	Interactive Lectures Case Studies	12
2	Psychological Influences on Consumer Behaviour Perception Motivation Learning Memory Involvement	Interactive Lectures Case Studies Experiential Learning	12
3	Social and Cultural Influences on Consumer Behaviour Culture and Subcultures Social Class and Social Reference Groups Family and Household Influences Consumer Personality	Interactive Lectures Case Studies Experiential Learning	12
4	Consumer Decision Making Models of Consumer Decision Making (e.g., Economic Model, Howard-Sheth Model) Problem Recognition and Information Search Evaluation of Alternatives Purchase Decision and Post-Purchase Behaviour Consumer Decision Making under Different Conditions	Interactive Lectures Case Studies Experiential Learning	12
5	Consumer Behaviour Applications in Marketing Consumer Behaviour Research Techniques Marketing Strategies Based on Consumer Behaviour Insights Ethical Issues in Consumer Behaviour The Future of Consumer Behaviour	Interactive Lectures Case Studies	12

	Par	t C		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Market Research and Analysis of Consumer Purchase Decisions	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	Schiffman and Kanuk, Consumer Behaviour, Pearson Education.
Articles	Cohen, J. B., Pham, M. T., & Andrade, E. B. (2018). The nature and role of affect in consumer behavior. In Handbook of consumer psychology (pp. 306-357). Routledge.
References Books	Michael R. Solomon, Consumer Behaviour- Buying, Having and Being, Prentice Hall of India.
MOOC Courses	https://www.coursera.org/learn/market-research#modules
Videos	https://www.google.com/gasearch?q=videos%20on%20consumer%20behavior%20in%20english&tbm=&source=sh/x/gs/m2/5#fpstate=ive&vld=cid:3bebabbe,vid:gtfPU6nTa9k,st:0

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



BComHons

Title of the Course	Portfolio Manageme	nt											
Course Code	DCEC-602 FM[T]	DCEC-602 FM[T]											
	Part A												
Year	3rd	Semester	6th	Credits	L	т	Р	С					
Tear	310	Semester	001	Creats	4	0	0	4					
Course Type	Theory only	Theory only											
Course Category	Discipline Specific E	Discipline Specific Elective											
Pre-Requisite/s	A bird's eye view or	the basic concepts of investment and	Co-Requisite/s										
Course Outcomes & Bloom's Level	CO2- Students will CO3- Students will Apply) CO4- Students will	be able to explain the relationship betw be able to calculate basic risk and retu be able to evaluate the performance o	urn measures for individual assets and of a portfolio using different performance	isions and how portfolio theory helps manage construct a simple portfolio based on investm æ metrics identify potential areas for improven	ent objec nent. (BL4	tives and -Analyze	risk tolera	nce.(BL3-					
Coures Elements	Entrepreneurship X Employability X	Professional Ethics ✓ SDG (Goals) SDG10(Reduced inequalities) Gender ✓ SDG12(Responsible consuption and production) Human Values ✓ SDG12(Partnerships for the goals)											

Part B Modules Contents Pedagogy Hours Investment- meaning, nature & types, investment and it specialization, investment avenues, investment framework in india. 12 1 interactive lectures and case studies Basics of Bond, YTM, Bond Theorems, Yield curve; Interest Rate Risk: Duration and Modified Duration; Bond Strategies - Passive and Active;, financial analysis of an industry; Company analysis: Detailed financial statement analysis from Investment decision perspective; Share valuation : Dividend discount models- constant growth & two stage growth model, three stage growth model (H model); Relative valuation models using P/E ratio (Book value to market value) 2 12 Interactive lectures, problem based learning Portfolio analysis: Portfolio risk and return, Markowitz portfolio model: 2 asset portfolio, concept of efficient frontier & Optimum portfolio, Single index model: concept of beta systematic and unsystematic risk, Capital asset pricing model (CAPM): CML and SML and application of CAPM. 3 Interactive lectures, problem based learning 12 Asset allocation: Asset allocation pyramid, investor life cycle approach, Portfolio management services: Passive - Index funds, systematic investment plans. Active - market timing, style investing; Portfolio Revision & Evaluation: Evaluation of Portfolio: Sharpe's Treynor's & Jensen's measures, FAMA Model, Mutual Funds Performance Evaluation 4 12 Interactive lectures, problem based learning Introduction to efficient market hypothesis and basis of security analysis: Approaches to Securities Analysis; Fundamental analysis: Meaning, assumptions and EIC framework; Economy analysis: Leading lagging & coincident macroeconomic indicators, Expected direction of movement of stock prices with macroeconomic variables in the Indian context; Industry analysis: Classification of industries in India, Models of industry analysis stages of life cycle, porters five forces, SWOT analysis , Elementary concepts of fundamental analysis(Resistance support, consolidation, momentum, candle chart, head & shoulders) 12 5 Interactive lectures, problem based learning

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

Part D(Marks Distribution)

Theory

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

	Part E
Books	Prasanna Chandra, Investment Analysis & Portfolio Management, 6th Edition, TMH.
Articles	Jha, L. D. N., Mishra, R. S., & Bhome, S. (2016). Investment Analysis And Portfolio Managemen
References Books	Bodie, Z., Kane, A., & Marcus, A. J. (2020). Investments (11th ed.). McGraw-Hill Education.
MOOC Courses	https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_pg/398
	https://www.google.com/gasearch? q=videos%20on%20investement%20analysis%20and%20portfolio%20management%20%20in%20english&tbm=&source=sh/x/gs/m2/5#fpstate=ive&vId=cid:c6758124,vid:sXL55LKcLIA,st:0&vuanr=4

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

Part F



BComHons

Title of the Course	Compensation and	Compensation and Benefits											
Course Code	DCEC-802 HR[T]	DCEC-802 HR[T]											
			Part A										
No	44	0	0#	Our diffe	L	т	Ρ	С					
Year	4th	Semester	8th	Credits	3	0	0	3					
Course Type	Theory only	Theory only											
Course Category	Discipline Elective	Discipline Electives											
Pre-Requisite/s	A basic understan	nding of human resource manager	ment is desirable.	Co-Requisite/s	Co-Requisite/s								
Course Outcomes & Bloom's Level	CO2- Students wi CO3- Students wi Apply) CO4- Students wi CO5- Students wi	ill be able to explain the relationsh ill be able to develop a compensa ill be able to evaluate the effective ill be able to critique the ethical im	ip between compensation strategies tion plan for a specific job role, consi mess of different reward systems in a plications of various compensation p	ackage and their purposes within an orga , employee motivation, and organizations dering internal equity, external competitiv achieving organizational goals. (BL4-Ana ractices, considering fairness, transparen address a specific organizational challer	Il performance eness, and re yze) ncy, and poter	tial for discr	erstand) requirement						
Coures Elements	Skill Developmen Entrepreneurship Employability J Professsonal Ethi Gender J Human Values J	√	SDG (Goals)	SDG1(No poverty) SDG3(Good health and well-being) SDG4(Quality education) SDG8(Decent work and economic grc SDG12(Responsible consuption and p		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

I	Part	С

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	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

Course Articulation Matrix

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



BComHons

Title of the Course	Green Market	ting											
Course Code	DCEC-803 M	M[T]											
Part A													
Year	4th	Semester	8th	Credits	L	т	Р	С					
Tear	401	Semester	oui	Creuits		0	0	3					
Course Type	Theory only	ary only											
Course Category	Discipline Sp	scipline Specific 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	tand the concepts and importance environmental issues and challe p strategies for sustainable produ- e consumer behavior and ethical te the impact of green marketing	enges related to marketing. (Bi uct design and production. (BL consumerism. (BL4-Analyze)	_2-Understand) 3-Apply)									
Coures Elements	Skill Develop Entrepreneur Employability Professsonal Gender ✓ Human Value Environment	rship √ √ ✓ Ethics X es √	SDG (Goals)	SDG1(No poverty) SDG3(Good health and well-being) SDG4(Quality education) SDG8(Decent work and economic growth) SDG12(Responsible consuption and production) SDG17(Partnerships for the goals)									

		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
M	•	1	1

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

Books	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	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	1	-	-	-	-	-	-	-	-	-	1	-	1
CO2	1	2	-	1	-	-	-	-	-	-	-	-	-	1	-
CO3	1	-	2	-	-	-	-	-	-	-	-	-	1	-	1
CO4	-	1	-	1	-	-	-	-	-	-	-	-	1	-	1
CO5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BComHons

Course Code GEC-201[] Part A Year 1st Sensater 2rd Credits L T P Course Type Theory and/ Tomory and/	Title of the Course	Human Society i												
Year 1st Senseter 2nd Credits L T P C 3 0 0 3 Course Type Theory only Course Category Ability Enhancement Courses 1 -Basic Understanding of Social Systems": Before deiving into the elements and evolution of human social system set has evolued ever time 2. "Foundational Knowledge of coornois and Polical structures and theorems set in spectra theorem set in spectra theorem set in the spectra set of the sp	Course Code	GEC-201[T]												
Year 1st Semester Ind Credits a o o a Course Type Theory only 3 0		·		Part A										
Course Type Theory only Course Category Ability Enhancement Courses I - React Understanding of Social Systems': Before delving into the elements and evolution of human social systems is deliver. This includes understanding of social systems, 's Before delving into the elements and evolution of human social systems is deliver. This includes understanding how societies organize the common and policial basis of human social systems is the common and policial basis of human social systems is the common and policial basis of human social systems is the common and policial basis of human social systems is the common and policial basis of human social systems is the common and policial basis of human societies organize the two societies of the common and policial basis of human societies. They will comprehent the common and policial basis of human societies, first will be explored to understanding the common and policial basis of human societies. They will comprehent the societies organize the two shapes ocieties. Sovements 2: 64 understanding the common and policial basis of human societies. They will comprehent is a common systems, it is induced. This choices and the societies organize the two shapes ocieties. Sovements 2: 62 (200 Century Movements': A solid understanding of the contributions of 200 Century choices control to for societies worked over the societies organize the two shapes ocieties. Sovements 2: 62 (200 Century Movements': A control control to the significant control to control to control to control to control to content to the societ	Voor	1 ot	Somester	and	Cradita	L	т	Р	С					
Course Category Ability Enhancement Courses Course Category Ability Enhancement Courses 1: "Basic Understanding of Social Systems": Before delving into the elements and evolution of human social systems, it's essential to have a basic graps of concepts such as values, institutions, processes, and historical concepts the best parse of concepts such as values, institutions, processes, and historical concepts the control and political concepts to the control and political systems in the control and political concepts to the control and political concepts to the control and political structures (into the situations, processes, and human socieles, familiarly with basic economic and political concepts to the control and political structures (into these, incodems, and restanding of the control and political structures (into these, incodems, and restanding of the control and political structures (into these, incodems, and restanding of the control and political structures (into these, incodems, and restanding of the control and political structures (into these, incodems, and restanding of the control and political structures (into these, incodems, and restanding of the control and political structures (into these, incodems, and restanding of the control and political structures (into these, incodems, and restanding of the control and political structures and the restanding of the control and political structures (into these, incodems, and restanding of the control and the infinitation in the control and political structures and the economic and political structures and the economic and political structures and the economic and political concepts and the control and the infinitation in the enders and the economic and political structures and the economic and political s	Tear	131	Gemester	2110	oreans	3	0	0	3					
Pre-Requisite/s 1. "Basic Understanding of Social Systems": Before delving into the determents and evolution of human social systems, if e essential to have a basic graps of concepts such as values, institutions, processes, and historical context. This includes understanding how societies organize themselves, the values bey uphold, the institutions, processes, and historical context. This includes understanding down concornics and political concepts is necessary. This includes understanding different concornics systems (such as nonadic, pastoral, industrial, and positical concepts is necessary. This includes understanding different concornics systems (such as nonadic, pastoral, industrial, and positical concepts is necessary. This includes understanding different concornics systems (such as nonadic, pastoral, industrial, and positical concepts in globs, nemers, inglits, pasce movements, and environmental activism, Understanding different hey solve concents of apolitical concepts in different documents of the significant control of social systems (such as nonadic, pastoral, industrial, and positical concepts in different documents of the significant control of social concepts in different documents is necessary. They will compare the evolution of the significant control of social concepts in different documents of concepts and environmental activism, understanding different documents on collical concepts in different documents on collical concontex on different documents on collical concepts in different doc	Course Type	Theory only	Theory only											
Pre-Requisite/s Concequisite/s System*: Readers will gain a deep understandle elements and evolution of human social systems, fore essential to have a basic graps of concepts such as values, institutions, processes, and historical context. The includes understanding how societies organize the historical context. The includes understanding how societies organize the historical context. The includes understanding how societies organize the historical context. The includes understanding fore societies organize the how these as such as societies organize the historical context. The includes understanding of the societies organize the how these as evolved over time 2." Foundational Knowedge of Concenses and political context. The includes understanding of the societies organize the how these as evolved over time 2." Foundational Knowedge of Concenses and political context. The includes understanding different economic systems is concerned. Such as nonaccella, pastoral, inducides understanding of the societies organize the societies	Course Category	Ability Enhance	ment Courses											
Course Outcomes & Bloom's Level CO2 - Students will be able to explain how values such as justice and equality shape social norms and influence individual behaviors, (BL2-Understand) CO3 - Students will be able to apply theoretical frameworks to analyze how values like honesty and respect manifest in different cultural contexts, (BL4-Analyze) CO4 - Students will be able to analyze the transitions from nomadic to post-industrial economies and their societal impacts, (BL4-Analyze) CO5 - Students will be able to analyze the transitions from nomadic to post-industrial economies and their societal impacts, (BL4-Analyze) CO5 - Students will be able to critically evaluate international efforts to address environmental challenges and propose improvements, (BL5-Evaluate) Skill Development ✓ SDG1(No poverty) Entrepreneurship × SDG2(Good health and well-being) Employability × SDG3(Good health and well-being) Professional Ethics ✓ SDG4(Goals) Gender ✓ Human Values ✓ Human Values ✓ SDG1(Sustainable cities and economies) SDG1(Sustainable cities and economies) SDG1(Sustainable cities and economies)	Pre-Requisite/s	elements and er basic grasp of c historical contex themselves, the how these have Economics and human societies is necessary. Th (such as nomad structures (like t t they shape soci solid understand rights, women's Understanding t societal change Challenges': Be it's important to understanding g and their implica Century Respor century challeng quest for Sustai Constructive Prr insight into effor change.	volution of human social sy, soncepts such as values, ins kt. This includes understanc values they uphold, the ins evolved over time. 2. "Fou Politics": To grasp the ecor his includes understanding of the pastoral, industrial, and tribes, kingdoms, empires, a leties. 3. "Awareness of 20th and the sonthistic out in the ing of the contributions of a ludes familiarity with signific rights, peace movements, their goals, methods, and in ss and challenges. 4. "Know fore discussing responses comprehend the challenge golobalization, environmental ations for societies worldwic ness.", Finally, to appreciate ges, it's essential to be fami inable Development Goals (orgramme. Understanding the ts to address pressing glob	stems, it's essential to have a stitutions, processes, and ling how societies organize stitutions they create, and national Knowledge of nomic and political basis of nomic and political basis of nomic and political concepts different economic systems post-industrial) and political and nation-states) and how h Century Movements is coth-century movements is and environmental activism. npact provides context for ledge of 21st Century to 21st-century challenges, s themselves. This includes to freise, and cultural clashes, te. 5. "Awareness of 21st the responses to 21st- liar with initiatives like the SDGs) and Gandhi's nese responses provides al issues and create positive		Systema ⁺ elements values, in will be ab and how i "Insight in foundatio will be eq basis of h economic shaping s "Apprecia develop a 20th-cent rights, pe They will these mo "Awarene knowledg to identify globalizat They will for societ Response 21st-cent for Sustai Construct address g contributi societal is	: Readers will and evolution stitutions, proof le to analyze h these structure to Economic a unal knowledge uipped to unde uman societie s systems and ocieties at var systems and ocieties at var systems and ocieties at var understand th evements on so siss of 21st Cer and compreh ion, environm understand th es of 21st Cer and compreh ion, environm understand th es s': Readers w ury challenges mable Develop jue Programm Jobal issues a g to their eng	gain a deep und of human social cesses, and histo row societies org societies org of conomics and erstand the econ so. They will com political structure rous stages of de entury Movemen for the significa to such as civil ri ts, and environm ts such as civil ri ts, and environm ty challenges, r end pressing glo ental crises, and e implications of 5. "Understandi will gain insight in s, including initiat s,	social systems, includi di historical context. Th less organize themselve eveloped over time. 2. al Dynamics: With mics and politics, reade e economic and politics ill comprehend differen ructures and their roles so of development. 3. vements*: Readers will gnificant contributions civil rights, women's civil rights, women's civil rights, women's civil nights, women's civil nights, women's civil nights, women's civil nights, women's civil nights, women's so of development. 3. so of these challenges standing of 21st Centu sight into the response g initiatives like the que la (SDGs) and Gandh'' ill appreciate efforts to positive change,					
Skill Development ✓ SDG2(Zero hung'er) Entrepreneurship × SDG3(Good health and well-being) Employability × SDG4(Quality education) Professional Ethics ✓ SDG4(Quality education) Gender ✓ SDG4(Cen water and sanitation) Human Values ✓ SDG1(Sustainable cities and economies) Environment ✓ SDG1(Sustainable cities and production)		CO2- Students CO3- Students CO4- Students	will be able to explain how will be able to apply theoret will be able to analyze the t	values such as justice and equication of the subscription of the s	ality shape social norms and influence w values like honesty and respect man st-industrial economies and their societ	individual behavio ifest in different cu al impacts. (BL4-A	ltural contexts nalyze)	.(BL3-Ápply)						
	Coures Elements	Entrepreneurshi Employability X Professsonal Et Gender ✓ Human Values	hip X K thics √	SDG (Goals)	SDG2(Zero hunger) SDG3(Good health and well-being) SDG4(Quality education) SDG5(Gender equality) SDG6(Clean water and sanitation) SDG10(Reduced inequalities) SDG11(Sustainable cities and econo SDG12(Responsible consuption and									
Part B				Part B										

Modules	Contents	Pedagogy	Hours
1	Elements and Evolution of human Social system a. Values b. Institutions c. Processes	Lectures with white board and or PPT, video clips/films on specific themes/topics, illustrations, classroom discussions	8
2	Economic and Political basis of human societies a) Nomadic, Pastoral, Industrial and Post Industrial b) Political Evolution of Human Society: Tribes, Kingdoms, Empires, Nation states and beyond Nation-states.	Lectures with white board and or PPT, video clips/films on specific themes/topics, illustrations, classroom discussions	8
3	Contributions of the 20th Century a) Civil rights movements in the US b) Women's movement c) Peace movements d) Environmental movements	Lectures with white board and or PPT, video clips/films on specific themes/topics, illustrations, classroom discussions	8
4	Understanding the 21st Century: Challenges a) Globalization b) Environmental Crises c) Clash of cultures	Lectures with white board and or PPT, video clips/films on specific themes/topics, illustrations, classroom discussions	8
5	Understanding the 21st Century: Responses a) Quest for Sustainable Development Goals b) Gandhi's Constructive Program	Lectures with white board and or PPT, video clips/films on specific themes/topics, illustrations, classroom discussions	4

	Part C											
Мо	odules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours							
3		Analyzing Key Trends and Challenges of the 21st Century	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	28				
Practical									
Total Marks	Minimum Passing Marks External Evaluation		Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation				

Books Tyson-Bernstein, H., & Woodward, A. (1989). Nineteenth century policies for 21st century practice: The textbook reform dilemma. Educational Policy, 3(2), 95-106. Articles 1. Brian D. Fath and Sven E. Jørgensen, 2021 Managing Human and Social Systems, second edition, CRC Press, Taylor & Francis Group. 2... Mohamed Rabie, 2013, Saving Capitalism and Democracy (pp.15-40), Palgrave Macmilian US References Books Harari, Y. N. (2018). 21 Lessons for the 21st Century. Spiegel & Grau. MOOC Courses https://www.youtube.com/watch?v=5G-AojIVp6g (solar cities of the future) https://www.youtube.com/watch?v=pyQaUDLW6ts (Economics of happiness, abridged version) https://www.youtube.com/watch?v=d2wVb_AlLso (9.11.2001 for Clash of Cultures discussion)

Course Articulation Matrix

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



BBA_Hons

Title of the Course	India in 21st Century											
Course Code	GEC-301[T]											
		Par	tA									
Year	2nd Semester 3rd Credits							С				
Tear	210	Semester	510	Credits		0	0	3				
Course Type	Theory only	sory only										
Course Category	Ability Enhancement	lity Enhancement Courses										
Pre-Requisite/s	Basic Understanding of Social Systems before delving into the elements and evolution of human social systems, it's essential to have a basic grasp of concepts such as values, institutions, processes, and historical context.											
Course Outcomes & Bloom's Level	CO2- Students will be CO3- Students will be CO4- Students will be	able to list and define key values such as hon able to explain how values such as justice ana- able to apply theoretical frameworks to analyz able to analyze the transitions from nomadic t able to critically evaluate international efforts to	d equality shape social norms and influence the how values like honesty and respect mar to post-industrial economies and their socie	individual behaviors.(BL2-Understand) hifest in different cultural contexts.(BL3-Apply tal impacts.(BL4-Analyze)	1)							
Coures Elements	Skill Development ✓ Entrepreneurship X Employability X Professsonal Ethics ✓ Gender ✓ Human Values ✓ Environment ✓	,	SDG (Goals)	SDG1(No poverty) SDG2(Zero hunger) SDG3(Good health and well-being) SDG4(Quality education) SDG5(Cender equality) SDG6(Clean water and sanitation) SDG10(Reduced inequalities) SDG11(Sustainable cities and economies) SDG12(Responsible consuption and productio SDG13(Climate action)								

		Part B	
Modules	Contents	Pedagogy	Hours
1	Elements and Evolution of human Social system a. Values b. Institutions c. Processes	Lectures with white board and or PPT, video clips/films on specific themes/topics, illustrations, classroom discussions	8
2	Economic and Political basis of human societies a) Nomadic, Pastoral, Industrial and Post Industrial b) Political Evolution of Human Society: Tribes, Kingdoms, Empires, Nation states and beyond Nation-states.	Lectures with white board and or PPT, video clips/films on specific themes/topics, illustrations, classroom discussions	8
3	Contributions of the 20th Century a) Civil rights movements in the US b) Women's movement c) Peace movements d) Environmental movements	Lectures with white board and or PPT, video clips/films on specific themes/topics, illustrations, classroom discussions	8
4	Understanding the 21st Century: Challenges a) Globalization b) Environmental Crises c) Clash of cultures	Lectures with white board and or PPT, video clips/films on specific themes/topics, illustrations, classroom discussions	8
5	Understanding the 21st Century: Responses a) Quest for Sustainable Development Goals b) Gandhi's Constructive Program	Lectures with white board and or PPT, video clips/films on specific themes/topics, illustrations, classroom discussions	4

	Part C									
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours						
3	Analyzing Key Trends and Challenges of the 21st Century	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	28					
			Practical							
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation					

	Part E							
Books	Tyson-Bernstein, H., & Woodward, A. (1989). Nineteenth century policies for 21st century practice: The textbook reform dilemma. Educational Policy, 3(2), 95-106.							
Articles	1. Brian D. Fath and Sven E. Jørgensen, 2021 Managing Human and Social Systems, second edition, CRC Press, Taylor & Francis Group. 2 Mohamed Rabie, 2013, Saving Capitalism and Democracy (pp.15-40), Palgrave Macmillan US							
References Books	Harari, Y. N. (2018). 21 Lessons for the 21st Century. Spiegel & Grau.							
MOOC Courses								
Videos	https://www.youtube.com/watch?v=5G-AojIVp6g (solar cities of the future) https://www.youtube.com/watch?v=pyQaUDLW6ts (Economics of happiness, abridged version) https://www.youtube.com/watch?v=M2kHUKbPogQ (Economics of happiness, full version) https://www.youtube.com/watch?v=d2wVb_AlLso (9.11.2001 for Clash of Cultures discussion)							

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



MBA-Dual_Specialization

Title of the Course	Strategic Human Resou	Irrategic Human Resource Management											
Course Code	MBA-202[T]	MBA-202[T]											
Part A													
Year	1st	Semester	2nd	Credits	L	т	Ρ	С					
Tear	ISL	Semester	2110	Creats	3	0	0	3					
Course Type	Theory only	Theory only											
Course Category	Discipline Electives	Discipline Electives											
Pre-Requisite/s	The students will have behavior.	pasic understanding of human resource r	Co-Requisite/s										
Course Outcomes & Bloom's Level	CO1- Students will be able to recall key concepts and terminologies related to strategic human resource management.(BL1-Remember) CO2- Students will be able to explain the role of SHRM in achieving organizational goals.(BL2-Understand) CO3- Students will be able to apply strategic HR practices to enhance organizational performance.(BL3-Apply)												
Coures Elements	Skill Development X Entrepreneurship X Employability X Professsonal Ethics ✓ Gender ✓ Human Values ✓ Environment X		SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)									

	Part B										
Modules	Contents	Pedagogy									
1	Introduction to Strategic Human Resource Management: Definition and importance of SHRM Differences between traditional HRM and SHRM Evolution of SHRM practices	interactive lectures, case studies, experiential learning	9								
2	Strategic HR Planning and Implementation: Aligning HR strategy with business strategy Workforce planning and forecasting Implementing HR strategies and overcoming challenges	interactive lectures, case studies, experiential learning	9								
3	Talent Management and Development: Strategic recruitment and selection Training and development aligned with organizational goals Succession planning and leadership development	interactive lectures, case studies, experiential learning	9								
4	Performance Management and Reward Systems: Designing performance management systems Linking rewards with performance Strategic compensation and benefits	interactive lectures, case studies, experiential learning	9								
5	Gender Diversity in the Indian Workplace, Gender Pay Gap in India, Career Development and Advancement Opportunities for Indian Women, Mentorship and Sponsorship Programs for Women in Indian Organizations.	interactive lectures, case studies, experiential learning	9								

	Part C										
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours							
5	Designing a Strategic HR Plan for a Growing Company	PBL	BL5-Evaluate	15							

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

Books	Beer, M., & Ruf, B. (2011). Strategic HRM: Choices for people and organizations (2nd ed.). Routledge.			
Articles	Barney, J. B. (1995). Looking inside: How market power creates sustainable competitive advantage. Strategic Management Journal, 16(8), 99-122.			
References Books Boselie, P., & Boxall, P. (2018). Managing human resources and the firm (7th ed.). Sage Publications.				
MOOC Courses				
Videos	https://www.youtube.com/watch?v=2A_YrAVJukI			

	Course Articulation Matrix														
COs	P01	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	-	-	-	-	-	-	-	-	2	1
003	-	1	-	2	-	1	-	1	-	-	-	-	1	-	-
CO4	1	-	1	-	2	-	1	-	-	-	-	-	-	-	3
CO5	-	2	-	-	1	-	-	1	-	-	-	-	-	1	-
206	2	-	-	1	-	2	-	-	-	-	-	-	1	2	-



MBA-Dual_Specialization

Title of the Course	Consumer Behavi	or										
Course Code	MBA-303 MM[T]	303 MM[T]										
Part A												
Year	2nd	Semester	3rd	Credits	L	т	Р	С				
Tear	Jeniester	310	Creats	3	0	0	3					
Course Type	Theory only	eory only										
Course Category	Discipline Elective	iscipline Electives										
Pre-Requisite/s	A basic understar	nding of consumer-economics and ma	rketing is desirable.	Co-Requisite/s								
Course Outcomes & Bloom's Level	CO2- Students w CO3- Students w CO4- Students w CO5- Students w (BL5-Evaluate)	ill be able to explain the factors influen ill be able to apply consumer behaviou ill be able to critically evaluate the effe ill be able to propose and justify marke	cing consumer behaviour(BL2-Und ir principles to analyze real-world m ctiveness of different marketing mes ting recommendations based on an	on, motivation, and decision-making processe (erstand) arketing scenarios and develop effective mark ssages and strategies targeted towards specif i integrated understanding of consumer needs haviour issue and develop data-driven insight	eting strat ic consum s, wants, an	egies.(BL3 er segment nd decision	s.(BL4-Ana -making pro	cesses.				
Coures Elements	Skill Development × Entrepreneurship × Employability × Professsonal Ethics × Gender √ Human Values × Environment ×			SDG4(Quality education) SDG5(Gender equality) SDG12(Responsible consuption and produc	ction)							

Part	В

Modules	Contents	Pedagogy	Hours
1	Introduction to Consumer Behaviour- Defining Consumer Behaviour, Scope and Application of Consumer Behaviour, Consumers" Impact on Marketing Strategy, Modelling Behaviour.	Interactive lectures, case studies,	9
2	Consumer Behaviour Research Methods – Survey, focus groups, interviews, experiments, purchase panels, database marketing.	Interactive lectures, case studies,	9
3	Individual Determinants of Consumer Behaviour Consumer's Needs & Motivation, Emotions and Mood, Consumer Involvement; Consumer Learning; Personality, Self- concept and Self-image; Consumer Perception, Risk and Imagery;	Interactive lectures, case studies,	9
4	Group Determinants of CB: - Consumer Attitude, Consumer Communication, Environmental Influences on Consumer Behaviour – Group Dynamics and Reference Groups, Family, Social Class, Culture Interpersonal Communication and influence, Opinion Leadership	Interactive lectures, case studies,	9
5	Consumer Decision Making Process and Post purchase behaviour Diffusion of Innovation; Problem recognition; Search and Evaluation; Purchasing Process, Post Purchasing Process. Cognitive dissonance, Consumer delight, consumer complaint behaviour.	Interactive lectures, case studies, Guest lectures	9

	Par	t C		
Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
2	Analyzing Consumer Behavior Trends to Develop a Targeted 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	40	12	60		
Practical						
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation	

Books	Solomon, M. R., White, K., Dahl, D. W., & Zaichkowsky, J. L. (2019). Consumer Behavior: Buying, Having, and Being (13th ed.). Tata McGraw-Hill.
Articles	Pachauri, M. (2001). Consumer behaviour: a literature review. The Marketing Review, 2(3), 319-355. Gretzel, U., Fesenmaier, D. R., & O'Leary, J. T. (2006). The transformation of consumer behaviour. In Tourism business frontiers (pp. 9-18). Routledge.
References Books	Schiffman, L. G., & Kanuk, L. L. (2019). Consumer Behavior (12th Global ed.). Pearson.
MOOC Courses	https://www.coursera.org/learn/market-research#modules
Videos	https://youtu.be/uiwamYwz8BM https://youtu.be/2gKPpyM1m-o

	Course Articulation Matrix														
COs	P01	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	-	-	-	-	-	1	-	-	-	-	-	1	-	1
CO2	2	-	-	1	-	3	3	-	-	-	-	-	-	1	-
CO3	2	-	-	1	-	-	-	1	-	-	-	-	2	-	1
CO4	-	1	3	1	-	1	-	-	-	-	-	-	1	1	-
CO5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	1
CO6	-	-	-	-	1	-	-	1	-	-	-	-	1	-	-



MBA-Dual_Specialization

Title of the Course	Industrial Relation and E	Industrial Relation and Employment Laws									
Course Code	MBA-305 HR[T]										
			Part A								
Year	2nd	Semester	3rd	Credits	L 3	Т 0	P 0	C 3			
Course Type	Theory only						1				
Course Category	Discipline Electives										
Pre-Requisite/s	Students need to have basic understanding of human resource management and organizational behavior. Co-Requisite/s										
Course Outcomes & Bloom's Level	CO2- Students will be al CO3- Students will be al CO4- Students will be al CO5- Students will be al	CO1- Students will be able to recall key concepts and terminologies related to industrial relations and employment laws. (BL1-Remember) CO2- Students will be able to explain the role and importance of industrial relations and employment laws in organizations. (BL2-Understand) CO3- Students will be able to apply relevant laws and practices to manage industrial relations effectively. (BL3-Apply) CO4- Students will be able to analyze industrial disputes and legal issues to identify solutions. (BL4-Analyze) CO5- Students will be able to evaluate the effectiveness of industrial relations strategies and compliance with employment laws. (BL5-Evaluate) CO6- Students will be able to evaluate the effectiveness of industrial relations strategies and compliance with employment laws. (BL5-Evaluate) CO6- Students will be able to evaluate the effectiveness of industrial relations strategies and compliance. (BL6-Create)									
Coures Elements	Skill Development ✓ Entrepreneurship × Employability ✓ Professsonal Ethics × Gender ✓ Human Values ✓ Environment ×		SDG (Goals)	SDG5(Gender equality) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)))						

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

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

Part D(Marks Distribution) Theory						
Total Marks	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	ation Min. Internal Evaluation	

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

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

Part D(Marks Distribution)



MBA-Dual_Specialization

Title of the Course	Management Concep	Management Concept and Organization Behavior							
Course Code	MBA101[T]								
		Part A							
Year	1st Semester 1st Theory only Jisciplinary Major		Credits	L 3	т 0	P 0	C 3		
Course Type	Theory only								
Course Category	Disciplinary Major								
Pre-Requisite/s	Management Conce	edge of basic business principles and introductory pt & Organizational Behavior. Strong communication ng with course material and discussions.	Co-Requisite/s						
Course Outcomes & Bloom's Level	C01- Student will be able to Define key management concepts and organizational behavior theories.(BL1-Remember) C02- 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) C03- Student will be able to Apply management theories and principles to real-world organizational scenarios to solve basic management problems.(BL3-Apply) C04- Student will be able to Analyze organizational case studies to identify issues related to management protices and employee behavior.(BL4-Analyze) C05- Student will be able to Evaluate different management approaches and organizational behavior strategies to determine their effectiveness in various contexts.(BL5-Evaluat C06- 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 × Professsonal Ethics Gender ✓ Human Values × Environment ×		SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth)					

Part B

Contents	Pedagogy	Hours
Fundamentals of Management: Management practices from past to present, Different levels of management, Managerial skills and Managerial Functions, Case Studies Planning-Objective of planning, Planning process, Types of planning, Types of planning, Types of plans, Management by Objective, Decision-making- types, process & techniques, Case Studies	Interactive Lecture, Experiential Learning, Case Studies	9
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
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
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
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
	Fundamentals of Management: Management practices from past to present, Different evels of management, Managerial skills and Managerial Functions, Case Studies Planning- Objective of planning, Planning process, Types of planning, Types of plans, Management by Objective, Decision-making- types, process & techniques, Case Studies 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 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, Johan' Window. 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	Fundamentals of Management: Management practices from past to present, Different levels of management, Managerial skills and Managerial Functions, Case Studies Planning-Objective of planning, Planning process, Types of planning, Types of plans, Management by Objective, Decision-making- types, process & techniques, Case Studies Organising& Staffing-Types of organization structure and decentralization of authority, Meaning of staffing, Recruitment, selection & placement, Training & development. Directing & Controlling- Principle of directing, Essence of coordination, Different control techniquees, Management by exception. Case Studies 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. Motivation: Steff Determination Theory, Self-Efficacy Theory, Vroom's Expectancy Theory, Equity Theory, Reinforcement Theory, Meaning of Perception, process, behavioral applications of perception. Case Studies Leadership Styles and Effectiveness Among Indian Women, Work-Life Balance and flexibility for Indian Organizations of perception and Additions programs of Styles and Effectiveness Among Indian Women, Work-Life Balance and flexibility for Indian Officier Development and Advancemen

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

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

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

							Cours	e Articulati	on Matrix						
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	-