

BComHons

Title of the Course	Human Resource Management
Course Code	ACC-402[T]

Part A

			Part A								
Year	2nd	Semester	4th	Credits	L	Т	Р	С			
Teal	ZIIU	Semester	401	Credits	4	0	0	4			
Course Type	Theory only	Theory only									
Course Category	Disciplinary Major										
Pre-Requisite/s	Students should be	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 to be able to explain the role of HR in achie be able to apply recruitment strategies for be able to analyze the impact of workpla- be able to evaluate the effectiveness of a	ving organizational goals.(BL2-Underst or attracting qualified candidates.(BL3-A ce diversity on employee relations.(BL4-	pply) -Analyze)							
Coures Elements	Skill Development : Entrepreneurship X Employability X Professsonal Ethics Gender J Human Values J Environment X	:	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

Part 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)

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

Part E

Books	Human Resource Management, 11thEdition by Gary Desseler, Publisher: Prentice-Hall of India ,ISBN -978-81-203-3443-4			
Articles Ireland, R. D., Liu, Y., Combs, J., & Ketchen, D. Jr. (2007, November 9). The value of human resource management for organizational performance. [Article No. BH 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				

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	Environmental Management
Course Code	AMC-104[T]

			Part A					
Year	1st	Semester	1st	Credits	L	Т	Р	С
Tear	ISI	Semester	isi	Credits	3	0	0	3
Course Type	Theory only							
Course Category	Interdisciplinary M	lajor						
Pre-Requisite/s	Basic understandi	ng of environmental concepts and awarenes	s of global sustainability challenges.	Co-Requisite/s				
Course Outcomes & Bloom's Level	CO2- Students will CO3- Students will CO4- Students will	II be able to identify and classify various natu II be able to understand the interrelationship I II be able to evaluate environmental issues a II be able to analyze the impact of human act II be able to evaluate environmental issues a	between human activities and environme nd propose solutions using critical thinkin ions on ecosystems and biodiversity con	ental degradation.(BL2-Understand) ng and problem-solving skills.(BL5-Evaluat servation.(BL4-Analyze)	•			
Coures Elements	Skill Development Entrepreneurship Employability X Professonal Ethic Gender V	SDG (Goals)	SDG3(Good health and well-being) SDG5(Gender equality) SDG6(Clean water and sanitation) SDG11(Sustainable cities and economic SDG13(Climate action) SDG15(Life on land)	es)				

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: Vilization 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

Part C

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

Part D(Marks Distribution)

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

Part E

Books	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

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



BComHons

Title of the Course	An Introduction to Accounting
Course Code	BCC-101[T]

Pа	rт	А

Year	1st	Semester	1st	Credits	L	Т	Р	С			
real	131	Jemester	131	Credits	4	0	0	4			
Course Type	Theory only	eory only									
Course Category	Disciplinary Major	ciplinary Major									
Pre-Requisite/s	Basic understand	Basic understanding of business transactions & math is helpful for financial accounting. Co-Requisite/s									
Course Outcomes & Bloom's Level	CO2- Student will CO3- Student will CO4- Student will	CO1- Student will be able to define the fundamental accounting equation. (BL1-Remember) CO2- Student will be able to explain the difference between financial accounting and management accounting.(BL2-Understand) CO3- Student will be able to classify transactions into different categories.(BL3-Apply) CO4- Student will be able to analyze the impact of a specific transaction on the financial statements. (BL4-Analyze) CO5- Student will be able to evaluate the underlying assumptions of different accounting methods.(BL5-Evaluate)									
Coures Elements	Skill Development ✓ Entrepreneurship × Employability ✓ Professsonal Ethics × Edent × Human Values ✓ Environment × Environment × Environment ×										

Part B

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

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours	
5	Preparation of Financial Report of any listed company for the F.Y. 2015-16 with relevant annexures and calculations	PBL	BL3-Apply	10	1

Part D(Marks Distribution)

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

Part E

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

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



BBA_Hons

Title of the Course	Business for Sustainable Development
Course Code	BMC- 702[T]

			Part A							
Year	446	Samaatan	746	Credits	L	Т	Р	С		
Year	4th	Semester	7th	Credits	3	0	0	3		
Course Type	Theory only		·		1	,	4			
Course Category	Disciplinary Majo	r								
Pre-Requisite/s		ed to have a basic knowledge of business al issues in an economic context.	principles, sustainability concepts,	Co-Requisite/s		s should p llytical ski	oossess kr lls	owledge		
Course Outcomes & Bloom's Level	CO2- Students w CO3- Students w CO4- Students w	CO1- Students will be able to Define key concepts, principles, ideas and theories within sustainable business development(BL1-Remember) CO2- Students will be able to Explain how sustainable business development apply to management and strategy(BL2-Understand) CO3- Students will be able to Critically evaluate business cases in view of sustainability(BL3-Apply) CO4- Students will be able to Design solutions for improving sustainability strategies in companies(BL4-Analyze) CO5- Students will be able to Select and synthesize information from academic and other relevant sources to support your research and ideas(BL5-Evaluate)								
Coures Elements	Skill Developmer Entrepreneurship Employability ✓ Professsonal Eth Gender X Human Values ✓ Environment ✓	1	SDG (Goals)	SDG1(No poverty) SDG2(Zero hunger) SDG3(Zero hunger) SDG3(Good health and well-being) SDG4(Quality education) SDG5(Gender equality) SDG6(Clean water and sanitation) SDG7(Affordable and clean energy) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG11(Sustainable cities and economies) SDG12(Responsible consuption and produc SDG13(Climate action) SDG14(Life bellow water) SDG15(Ife on land) SDG17(Partnerships for the goals)	ction)					

Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Sustainable Development and SDGs	Interactive Lectures, Case Studies, Experiential Learning	9
2	Corporate Strategy and Sustainable Business Practices	Interactive Lectures, Case Studies, Experiential Learning	9
3	Sustainable Economic Growth and Trade Economic Growth and its Implications Trade as an Engine of Growth Sustainable Trade and Opportunities	Interactive Lectures, Case Studies, Experiential Learning	9
4	Sustainable Production, Consumption, and Infrastructure Fundamentals and Trends in Sustainable Production and Consumption Sustainable Infrastructure Development Sustainable Tourism and Waste Management	Interactive Lectures Case Studies Experiential Learning	9
5	Innovative Approaches to Sustainability Industrial Symbiosis Sustainable Development: Case Studies and Best Practices	Interactive Lectures, Case Studies, Experiential Learning	9

Part C

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

Part D(Marks Distribution)

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

Part E

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

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



BBA_Hons

Title of the Course	Organization Beha	nization Behavior							
Course Code	BMC-201[T]								
			Part A						
Year	1st	Semester	2nd	Credits	L	Т	Р	С	
Tear	ist	Semester	Ziid	Credits	4	0	0	4	
Course Type	Theory only	Theory only							
Course Category	Disciplinary Major	Disciplinary Major							
Pre-Requisite/s	Students should to organisations.	be familiar with behavioural issues an	nd their linkage to performance in	Co-Requisite/s					
Course Outcomes & Bloom's Level	CO2- Students wi decision making, CO3- Students wi CO4- Students wi	rill be able to develop an understandir and motivational theories (BL2-Under rill be able to apply motivational theori rill be able to analyze different leaders	ots and models related to organizational be no of individual behavior in organizations, it restand) ies to analyze and propose strategies for ir ship styles and their impact on organization ss of teams within an organization, conside	ncluding attitudes, job satisfaction, emotio mproving employee engagement and job s nal culture, employee morale, and perform	satisfaction.(E ance.(BL4-A	BL3-Appl analyze)	y)		

Skill Development X Skill Development X
Entrepreneurship X
Employability X
Professsonal Ethics
Gender
Human Values
Environment X Coures Elements

SDG (Goals)

SDG4(Quality education)
SDG5(Gender equality)
SDG8(Decent work and economic growth)
SDG12(Responsible consuption and production)

	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

Part C

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

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	n Passing Marks External Evaluation Min. External Evaluation		Internal Evaluation	Min. Internal Evaluation				

Part E

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				

	ı						Cours	Ailiculatic	IIIIVIGUIX				,	,	
COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BBA_Hons

Title of the Course	Business Ethics
Course Code	BMC-302[T]
	Part A

		Par	l A					
V	04	0	0-4	Over 416-	L	Т	Р	С
Year	2nd	Semester	3rd	Credits	3	0	0	3
Course Type	Theory only							•
Course Category	Disciplinary Major							
Pre-Requisite/s		e Students will gain an understanding of business ethics, including ethical principles such as utilitarianism, hts, justice, and virtue ethics, and their application in the international context.						
Course Outcomes & Bloom's Level	CO2- Student will be a CO3- Student will be a CO4- Student will be a	CO1- Student will be able to recall the major ethical theories and principles.(BL1-Remember) CO2- Student will be able to explain the ethical principles underlying business decisions.(BL2-Understand) CO3- Student will be able to demonstrate ethical reasoning in hypothetical business situations.(BL3-Apply) CO4- Student will be able to Analyze the ethical dimensions of corporate policies and practices.(BL4-Analyze) CO5- Student will be able to Assess the ethical performance of companies based on their corporate social responsibility initiatives.(BL5-Evaluate)						
Coures Elements	Skill Development ✓ Entrepreneurship X Employability X Employability X SDG (Goals) SDG4(Quality education)			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 farieness. 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	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation		
100	40	40	12	60			
	Practical						
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation		

Part E

Books	An introduction of 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:A9l8dwKC7TE,st:0

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



BBA_Hons

Title of the Course	Legal Aspect of Business -II
Course Code	BMC-303[T]

			Part A					
Year	2nd	Semester	3rd	Credits	L	Т	Р	С
ieai	ZIIU	Semester	Sid	Credits	3	0	0	3
Course Type	Theory only							
Course Category	Discipline Core							
Pre-Requisite/s	The students sho	uld be familiar with the basics of Com	npany Law	Co-Requisite/s				
Course Outcomes & Bloom's Level	classification of c CO2- Students w CO3- Students w CO4- Students w	CO1- CO1. Students will be able to Remember to Recall and describe the fundamental concepts and principles of Company Law, including the formation, incorporation, and classification of companies (BL1-Remember) CO2- Students will be a able to understand the roles and responsibilities of company directors, shareholders, and other key stakeholders (BL2-Understand) CO3- Students will be able to Apply the provisions of Company Law to real-life scenarios involving company meetings, resolutions, and documentation.(BL3-Apply) CO4- Students will be able to Analyze the legal issues arising from company operations, mergers, acquisitions, and winding up procedures.(BL4-Analyze) CO5- Students will be able to Evaluate the impact of legal decisions and amendments in Company Law on business practices and corporate governance.(BL5-Evaluate)						
Coures Elements	Skill Development Entrepreneurship × Employability Professsonal Ethics × Gender × Human Values Environment Environment							

Part B

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

Part C

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

Part D(Marks Distribution)

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

Part E

Books	An introduction of company laws Dr. S. B Gupta, Dr. S. S Khanka, Sultan Chand and Sons, New Delhi. Corporate Laws Dr. S.S.Khanka, Revised Edition 2012, S.Chand and Company Ltd., New Delhi
Articles	Bhattacharyya, A., & Rahman, M. L. (2019). Mandatory CSR expenditure and firm performance. Journal of Contemporary Accounting & Economics, 15(3), 100163.
References Books Basics of Company Law Sixth Edition by Robert D Hisrich, Michael P Peters, Dean A Shepherd, Tata McGraw Hill Education, Private Ltd., New Delhi	
MOOC Courses	
Videos	https://www.youtube.com/watch?v=gL2Ld7RfyDA

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



BBA_Hons

Title of the Course	Human Resource Mana	Resource Management									
Course Code	BMC-402[T]	-402[T]									
Part A											
Year	2nd	Semester	4th	Credits	L	Т	Р	С			
Teal	ZIIG	Semester	401	Credits	3	0	0	3			
Course Type	Theory only										
0	Disciplinas Malas										

Course Type	Theory only										
Course Category	Disciplinary Major	sciplinary Major									
Pre-Requisite/s	Students should be far	miliar with Management of Human Resource in	Co-Requisite/s								
Course Outcomes & Bloom's Level	CO2- Student will be a CO3- Student will be a CO4- Student will be a	ible to define the key functions of Human Reso bible to explain the impact of training and develo bible to apply HRM theories and concepts to rea bible to analyze a case study of a workplace con bible to evaluate the effectiveness of different en	pment programs on employee performance a l-world scenarios.(BL3-Apply) flict, identifying the root causes and proposing	nd organizational goals. (BL2-Understand) g appropriate conflict resolution strategies. (B							
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

Part 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						

Part E

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	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						

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	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	Banking Law and Practice
Course Code	BMC-601 [T]

Part A											
Year	3rd	Semester	6th	Credits	L	Т	Р	С			
tear	310	Semester	out	Credits	3	0	0	3			
Course Type	Theory only	y only									
Course Category	Discipline Cor	pline Core									
Pre-Requisite/s	Students shou	ald be familiars with basic terms of	law.	Co-Requisite/s							
Course Outcomes & Bloom's Level	CO2- Student CO3- Student CO4- Student	s will be able to apply banking laws s will be able to analyze the impact	gulations governing banking op s and regulations to analyze and t of changes in banking laws and	nking in India(BL1-Remember) erations, including banking laws, regulations, s solve practical banking scenarios and case s I regulations on banking practices and industr and ethical standards in banking operations a	tudies.(BL3-A y trends.(BL4	Apply) -Analyze)	•)			
Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professsonal Ethics X Gender X Human Values ✓ Environment X SDG (Goals) SDG3(Decent work and economic growth) SDG12(Responsible consuption and production)											

Part B

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

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
	Develop a set of ethical banking policies and guidelines for a financial institution, considering principles of transparency, integrity, and customer protection.	PBL	BL6-Create	15

Part D(Marks Distribution)

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

Part E

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

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



BBA_Hons

	Title of the Course	Performance and Compensation Management System
ĺ	Course Code	BMEC-502 HR[T]

		Pa	art A					
Year	3rd	Semester	5th	Credits		Т	Р	С
Teal	Sid	Semester	Stil	Credits	4	0	0	4
Course Type	Theory only	only						
Course Category	Discipline Specific E	Elective						
Pre-Requisite/s		udents should have basic Understanding of organizational behavior, human resource management nocepts, and basic accounting principles.						
Course Outcomes & Bloom's Level	CO2- Students will CO3- Students will CO4- Students will	I-Students will be able to recall key principles and concepts of performance and compensation management. (BL1-Remember) 2- Students will be able to explain the relationship between performance management and organizational objectives. (BL2-Understand) 3- Students will be able to demonstrate the ability to apply performance management techniques in real-world scenarios. (BL3-Apply) 4- Students will be able to analyze the impact of different compensation strategies on employee motivation and organizational performance. (BL4-Analyz 5- Students will be able to availuate the effectiveness of performance appraisal systems in improving employee performance. (BL5-Evaluate)						
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
1	Introduction- Concept, Philosophy, History from performance appraisal to performance development. Contemporary PMS.	Interactive Lectures Case Studies	12
2	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.	Interactive Lectures Case Studies Experiential Learning	12
3	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.	Interactive Lectures Case Studies Experiential Learning	12
4	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.	Interactive Lectures Case Studies Experiential Learning	12
5	Special compensation situations: International compensation system, managing variations, culture Strategic-Market Mindset, Expatriate Pay- skill based, Competency Based, Team Compensation. Individual and group incentives.	Interactive Lectures Case Studies	12

Part C

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(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	Milkovich, G. T., & Newman, J. M., Compensation, 8th ed., Boston: Irwin/McGraw-Hill, 2005						
Articles	iku, I. H., Morka, T. O., & IGEMOHIA, F. (2020). Compensation management and employee performance: Manufacturing industry in focus. PalArch's Journal of Archaeology of appt/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						

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	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 and Labour Legislation
Course Code	BMEC-503 HR[T]

		Par	t A						
Year	3rd	Semester	5th	Credits		Т	Р	С	
Teal	Sid	Gemester	Stil			0	0	4	
Course Type	Theory only	only							
Course Category	Discipline Specific E	Elective							
Pre-Requisite/s		familiar with the basic functions of the Human Rould come prepared with study material provider	Co-Requisite/s						
Course Outcomes & Bloom's Level	CO2- Students will b CO3- Students will b CO4- Students will b	pe able to recall key historical events and legal froe able to explain the principles and theories unce able to apply labor legislation knowledge to an beable to evaluate the impact of industrial relatione able to assess the effectiveness of various income able to asset the effectiveness of various income able to a specific the effectiveness of various income able to a specific the effectiveness of various income able to a specific the effectiveness of various and the effectiveness of various income able to a specific the effectiveness of various income and the effectiveness of various income able to a specific the effectiveness of various income able to a specific the effectiveness of various income able to a specific the effectiveness of various income able to a specific the effectiveness of various income and the effectiveness of various income able to a specific the effectiveness of various and the effectiveness	lerlying industrial relations and labor laws in nalyze and resolve workplace disputes and c ons 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 × Entrepreneurship × Employability × Professsonal Ethics Gender ✓		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 Lawll Vikas Publishing House 2. ND Kapoor, —Handbook of Industrial Lawll 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&vld=cid:e48f0ca5,vid:ITjYFxwprf4,st:0						

	Course / a doubter i matery														
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	Negotiation and Conflict Resolution
Course Code	BMEC-801 HR[T]

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

Part B

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

Part C

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

Part D(Marks Distribution)

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

Part E

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

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



BBA_Hons

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

			Part A						
Year	4th	Semester	8th	Credits	L	Т	Р	С	
Teal	401	Semester	out	Credits	3	0	0	3	
Course Type	Theory only						•		
Course Category	Discipline Electi	ves							
Pre-Requisite/s	A basic understa	anding of human resource manageme	ent is desirable.	Co-Requisite/s					
Course Outcomes & Bloom's Level	CO1- Students will be able to define the various components of a total compensation package and their purposes within an organization. (BL1-Remember) CO2- Students will be able to explain the relationship between compensation strategies, employee motivation, and organizational performance. (BL2-Understand) CO3- Students will be able to develop a compensation plan for a specific job role, considering internal equity, external competitiveness, and relevant legal requirements. (BL3-Apply) CO4- Students will be able to evaluate the effectiveness of different reward systems in achieving organizational goals. (BL4-Analyze) CO5- Students will be able to critique the ethical implications of various compensation practices, considering fairness, transparency, and potential for discrimination. (BL5-Evaluate) CO6- Students will be able to design an innovative compensation and reward system to address a specific organizational challenge. (BL6-Create)								
Coures Elements	Skill Development X Entrepreneurship X Employability ✓ Employability ✓ SDG (Goals) SDG3(Good health and well-being) SDG4(Quality education) SDG4(Quality education) SDG4(Decent work and economic growth) Human Values ✓ Environment X								

Part B

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

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
3	Designing a Performance-Based Compensation System for a Sales Team	PBL	BL6-Create	15

Part D(Marks Distribution)

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

Part E

Books	Armstrong, M. (2016). Armstrong's Handbook of Reward Management Practice (5th ed.). Tata McGraw-Hill.
Articles	1.Lawler, E. E., Benson, G. S., & McDermott, M. (2012). Performance management and reward systems. WorldatWork Journal, 21(4), 19-28. 2.Martono, S., Khoiruddin, M., & Wulansari, N. A. (2018). Remuneration reward management system as a driven factor of employee performance. International Journal of Business & Society, 19.
References Books	Martocchio, J. J. (2017). Strategic Compensation: A Human Resource Management Approach (9th ed.). Pearson.
MOOC Courses	https://www.coursera.org/learn/human-resources-analytics
Videos	https://youtu.be/kwb0tGdEvAY https://youtu.be/RMOQCni4DZM

	Godfoot Raddidation 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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BBA_Hons

Title of the Course	Diversity and Inclusion
Course Code	BMEC-803 HR[T]

		Part A								
Year	4th	Semester	Semester 8th		L T P C 3 0 0 3					
Course Type	Type Theory only									
Course Category	Discipline Specific Elective									
Pre-Requisite/s	The students need to have basic knowledge of social structures, human behavior, and cultural dynamics to understand the interplay between individuals and society.									
& Bloom's Level	issues.(BL1-Rememb CO2- Identify and inter (BL2-Understand) CO3- Examine the role CO4- Evaluate the infli	roup differences and their impacts on individual ext er) pret diverse perspectives influenced by social strat e of race and ethnicity in shaping societal dynamics uence of gender identity and sexual orientation on inder and sexual orientation shape perspectives on	ifications. Recognize how social hierarchies aff Assess how race and ethnicity influence indivisocial experiences. (BL4-Analyze)	fect perspectives and responses to societal characteridual and collective social experiences.(BL3-A	allenges.					
Skill Development X Entrepreneurship X Employability ✓ Professonal Ethics ✓ Gender X Human Values ✓ Environment X Substitute Substi										

Part B

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

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Study how economic status and abilities contribute to social differentiation and experience variance.	PBL		15

Part D(Marks Distribution)

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

Part E

Books	Bader, T., & Boesch, D. (2021). Leading global diversity, equity, and inclusion: A guide for systemic change in multinational organizations. Berrett-Koehler Publishers.
Articles	Garg, S., & Sangwan, S. (2021). Literature review on diversity and inclusion at workplace, 2010–2017. Vision, 25(1), 12-22.
References Books	Bell, M., & Leopold, J. (2021). Diversity in organizations (4th ed.). South-Western College Publishing.
MOOC Courses	
Videos	https://www.youtube.com/watch?v=tETTSgS4ZpE

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



BComHons

Title of the Course	Measuring HRM
Course Code	DCEC- 502 HR[T]
	Part A

			Part A								
Year	3rd Semester		5th	Credits	L	Т	Р	С			
Teal	Sid	Semester	Stil	Credits	3	0	0	3			
Course Type	Theory only										
Course Category	Disciplinary Major	Disciplinary Major									
Pre-Requisite/s	Students should be familiar with Management of Human Resource 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	nd development programs on employee ots to real-world scenarios.(BL3-Apply) place conflict, identifying the root causes	performance and organizational goals. (BL2- s and proposing appropriate conflict resolution	n strateg	ies. (BL4		e)			
Coures Elements	CO5- Student will be able to evaluate the effectiveness of different employee compensation and benefits packages in attracting and retaining talent. (BL5-Evaluate) Skill Development ✓ Entrepreneurship × Employability × Professsonal Ethics × Gender ✓ Human Values ✓ Environment ×										

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

Part 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					

Part E

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	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/
	https://www.google.com/gasearch? q=videos%20nm%20human%20resource%20management%20in%20english&tbm=&source=sh/x/gs/m2/5#fpstate=ive&vld=cid:d210c08d,vid:aPEUKLxxh_k,st:0

COs	PO1	PO2	PO3	PO4	PO5	PO6	P07	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	Service Marketing
Course Code	DCEC-501 MM[T]

			Part A						
Year	3rd	Semester	5th	Credits	L	Т	Р	С	
Tear	310	Semester	501	Credits	4	0	0	4	
Course Type	Theory only								
Course Category	Discipline Electi	ives							
Pre-Requisite/s	Students should	d have basic understanding of service	e marketing.	Co-Requisite/s					
Course Outcomes & Bloom's Level	CO2- Students CO3- Students CO4- Students	will be able to Recall the fundament will be able to Explain the unique ch will be able to Apply the 7 Ps of serv will be able to Analyze customer exp will be able to Evaluate the effective	aracteristics of services that distin- ices marketing to real-world service ectations and perceptions to impr	guish them from goods(BL2-Understand e scenarios(BL3-Apply) ove service quality(BL4-Analyze))				
Coures Elements	Entrepreneursh Employability Professsonal Et Gender X	Human Values ✓ SDG12(Responsible consuption and production)							

Part B

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

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
	Students will evaluate different service recovery strategies used by airlines to handle service failures and enhance customer loyalty.	PBL	BL5-Evaluate	15

Part D(Marks Distribution)

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

Part E

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

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



BComHons

Title of the Course	Investment Analysis
Course Code	DCEC-601 FM[T]

Part A

Year	3rd	Semester	6th	Credits	L	T	Р	С
Teal	Siu	Semester	out	Credits	4	0	0	4
Course Type	Theory only							
Course Category	Discipline Specifi	c Elective						
Pre-Requisite/s	A 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 w CO3- Students w Apply) CO4- Students w	ill be able to calculate basic risk and retu ill be able to evaluate the performance of	veen risk and return in investment dec rn measures for individual assets and f 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 inves	ent object nent.(BL4	tives and	risk tolera	nce.(BL3-
Coures Elements	Skill Developmen Entrepreneurship Employability X Professsonal Eth Gender ✓ Human Values ✓ Environment X	×	SDG (Goals)	SDG1(No poverty) SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG12(Responsible consuption and produc SDG13(Climate action) SDG17(Partnerships for the goals)	ction)			

Part B

Modules	Contents	Pedagogy	Hours
1	Investment- meaning, nature & types, investment and it specialization, investment avenues, investment framework in india.	interactive lectures and case studies	12
2	Basics of Bond, YTM, Bond Theorems, Yield curve; Interest 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)	Interactive lectures, problem based learning	12
3	Portfolio analysis: Portfolio risk and return, Markowitz portfolio model: 2 asset portfolio, concept of efficient frontier & Optimum portfolio, Single index model: concept of beta systematic and unsystematic risk, Capital asset pricing model (CAPM): CML and SML and application of CAPM.	Interactive lectures, problem based learning	12
4	Asset allocation: Asset allocation pyramid, investor life cycle approach, Portfolio management services: Passive - Index funds, systematic investment plans. Active - market timing, style investing; Portfolio Revision & Evaluation: Evaluation of Portfolio: Sharpe's Treynor's & Jensen's measures, FAMA Model, Mutual Funds Performance Evaluation	Interactive lectures, problem based learning	12
5	Introduction to efficient market hypothesis and basis of security analysis: Approaches to Securities Analysis; Fundamental analysis: Meaning, assumptions and EIC framework; Economy analysis: Leading 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)	Interactive lectures, problem based learning	12

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								
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	Articles Jha, L. D. N., Mishra, R. S., & Bhome, S. (2016). Investment Analysis And Portfolio Managemen						
References Books	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						
Videos	https://www.google.com/gasearch? q=videos%20on%20investement%20analysis%20and%20portfolio%20management%20%20in%20english&tbm=&source=sh/x/gs/m2/5#fpstate=ive&vld=cid:c6758124,vid:sXL55LKcLIA,st:0&vuanr=4						

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



BComHons

Title of the Course	Portfolio Management
Course Code	DCEC-602 FM[T]

			Part A					
Year	3rd	Semester	6th	Credits	L	Т	Р	С
i cui	old.	Comester	our	Citatio	4	0	0	4
Course Type	Theory only							
Course Category	Discipline Specifi	c Elective						
Pre-Requisite/s	A bird's eye view	on the basic concepts of investment and	financial markets is desirable.	Co-Requisite/s				
Course Outcomes & Bloom's Level	CO1- Students will be able to understand the basic concept of Portfolio Management. (BL1-Remember) CO2- Students will be able to explain the relationship between risk and return in investment decisions and how portfolio theory helps manage this relationship. (BL2-Understand) CO3- Students will be able to calculate basic risk and return measures for individual assets and construct a simple portfolio based on investment objectives and risk tolerance. (BL3-Apply) CO4- Students will be able to evaluate the performance of a portfolio using different performance metrics identify potential areas for improvement. (BL4-Analyze) CO5- Students will be able to recommend investment strategies based on current market conditions, economic forecasts, and individual investor risk profiles. (BL5-Evaluate)							
Coures Elements	Skill Developmen Entrepreneurship Employability X Professsonal Eth Gender ✓ Human Values ✓ Environment X	×	SDG (Goals)	SDG1(No poverty) SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG12(Responsible consuption and produc SDG13(Climate action) SDG17(Partnerships for the goals)	ition)			

Part B

Modules	Contents	Pedagogy	Hours
1	Investment- meaning, nature & types, investment and it specialization, investment avenues, investment framework in india.	interactive lectures and case studies	12
2	Basics of Bond, YTM, Bond Theorems, Yield curve; Interest 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)	Interactive lectures, problem based learning	12
3	Portfolio analysis: Portfolio risk and return, Markowitz portfolio model: 2 asset portfolio, concept of efficient frontier & Optimum portfolio, Single index model: concept of beta systematic and unsystematic risk, Capital asset pricing model (CAPM): CML and SML and application of CAPM.	Interactive lectures, problem based learning	12
4	Asset allocation: Asset allocation pyramid, investor life cycle approach, Portfolio management services: Passive - Index funds, systematic investment plans. Active - market timing, style investing; Portfolio Revision & Evaluation: Evaluation of Portfolio: Sharpe's Treynor's & Jensen's measures, FAMA Model, Mutual Funds Performance Evaluation	Interactive lectures, problem based learning	12
5	Introduction to efficient market hypothesis and basis of security analysis: Approaches to Securities Analysis; Fundamental analysis: Meaning, assumptions and EIC framework; Economy analysis: Leading 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)	Interactive lectures, problem based learning	12

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							
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&vld=cid:c6758124,vid:sXL55LKcLIA,st:0&vuanr=4

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



BComHons

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

			Part A						
Year	3rd	Semester	6th	Credits	L	Т	Р	С	
ieai	Siu	Semester	our	Credits	3	0	0	3	
Course Type	Theory only				•	•			
Course Category	Discipline Electives	3							
Pre-Requisite/s	The students will h organizational beha	ave Basic understanding of human resource avior.	Co-Requisite/s						
Course Outcomes & Bloom's Level	CO2- Students will CO3- Students will CO4- Students will	CO1- Students will be able to recall key concepts and principles of design thinking in HR (BL1-Remember) CO2- Students will be able to explain the fundamentals and principles of design thinking.(BL2-Understand) CO3- Students will be able to apply design thinking methodologies to solve HR challenges.(BL3-Apply) CO4- Students will be able to analyze HR processes and identify areas for improvement using design thinking.(BL4-Analyze) CO5- Students will be able to evaluate the effectiveness of design thinking solutions in HR contexts.(BL5-Evaluate)							
Coures Elements	Skill Development Entrepreneurship Employability Professsonal Ethic Gender Human Values Environment	/	SDG (Goals)	SDG5(Gender equality) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG16(Peace Justice and strong institutions) SDG17(Partnerships for the goals)	s)				

Part B

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

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Redesigning the Onboarding Process for Increased Employee Engagement	PBL	BL5-Evaluate	15

Part D(Marks Distribution)

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

Part E

Books	Kelley, D., & Kelley, T. (2013). Creative confidence: Unleashing the creative potential within us all. Harper Perennial.
Articles	Sollitto, M. C., Ployhart, R. E., & Yu, N. (2019). Rethinking human resource management through design thinking: A review and research agenda. Human Resource Management Review, 29(2), 100718.
References Books	Martin, R. L. (2019). The design of business: Why design thinking is the next competitive advantage. Harvard Business Review Press.
MOOC Courses	
Videos	https://www.youtube.com/watch?v=e0ByXVdTs

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



BComHons

Title of the Course	Merchant Banking and Financial Services
Course Code	DCEC-701 FM[T]

	•	Part	A					
Year	4th	Semester	7th	Credits	L	Т	Р	С
				Co-Requisite/s s sector.(BL1-Remember) th corporate clients and investors.(BL2-Uris project feasibility.(BL3-Apply) ns.(BL4-Analyze) banking operations and strategies.(BL5-Uris) SDG8(Decent work and economic grow SDG9(Industry Innovation and Infrastru	3	0	0	3
Course Type	Theory only							
Course Category	Discipline Specific E	lective						
Pre-Requisite/s								
Course Outcomes & Bloom's Level	CO2- Students will b CO3- Students will b CO4- Students will b	ee able to Define the concept of merchant bankin be able to Explain the role of merchant banks in it ee able to Apply financial analysis techniques to e be able to Analyze case studies of successful and be able to Evaluate the impact of global financial	ne financial system and their relationship wit evaluate investment opportunities and assess I unsuccessful merchant banking transaction	h corporate clients and investors.(BL2-Under s project feasibility.(BL3-Apply) is.(BL4-Analyze)				
Coures Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professsonal Ethics Gender X Human Values ✓ Environment X		SDG (Goals)	SDG8(Decent work and economic growth) SDG9(Industry Innovation and Infrastructure SDG10(Reduced inequalities) SDG17(Partnerships for the goals)	e)			

Part B

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

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Evaluate the potential impacts of cultural, legal, and financial differences on the success of the transaction.	PBL	BL5-Evaluate	15

Part D(Marks Distribution)

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

Part E

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

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



BComHons

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

		Part A				
Year	Year 4th		Semester 7th			
Course Type	Theory only					
Course Category	Discipline Specific El	ective				
Pre-Requisite/s	Leadership in organiz pertinent for young le astute head and strat	ted to orient the students of management towards the tations. Power and politics are an integral part of or adders to know the ways of navigating through the petegist, a leader should be able to diagnose the negatives that he wants to take.	Co-Requisite/s			
Course Outcomes & Bloom's Level	CO2- Students will be CO3- Students will be CO4- Students will be	e able to Define the concept of leadership and its fu e able to Explain the importance of effective leaders e able to Implement leadership strategies to enhanc e able to Analyze case studies of successful and ur e able to Evaluate the ethical implications of differer	ship in achieving organizational goals.() te team performance and foster innovation wi successful leadership practices to identify ke	thin a business context.()		
Coures Elements	Skill Development Entrepreneurship Employability Professsonal Ethics Gender Human Values Environment X	×	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth) SDG17(Partnerships for the goals)		

Part B

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

Part C

Modu	ules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5		Design innovative approaches to measure the impact of leadership development programs on organizational performance.	PBL	BL5-Evaluate	15

Part D(Marks Distribution)

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

Part E

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

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



BComHons

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

		Par	t A						
Year	4th	Semester	7th	Credits		Т	Р	С	
Teal	401	Semester	741	Credits	3	0	0	3	
Course Type	Theory only								
Course Category	Discipline Specific E	Elective							
Pre-Requisite/s		ntended to help students identify best practices and approaches for talent management. The ad for students and executives who will be significantly involved in creating and managing Co-Requisite/s							
Course Outcomes & Bloom's Level	CO2- Students will I CO3- Students will I CO4- Students will I	pe able to Recall and summarize key theories ar pe able to Explain the importance of talent mana pe able to Apply talent management frameworks pe able to Compare and contrast different talent pe able to Design a comprehensive talent mana	gement in organizational success. (BL2-Un to analyze case studies or real-world scena management strategies used by organization	derstand) arios.(BL3-Apply) ons.(BL4-Analyze)					
Coures Elements	Skill Development Entrepreneurship Employability Professsonal Ethics Gender Human Values Environment X		SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG12(Responsible consuption and produc SDG13(Climate action) SDG17(Partnerships for the goals)	tion)				

Part B

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

Part C

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

Part D(Marks Distribution)

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

Part E

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

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



BComHons

Title of the Course	Customer Relationship Management
Course Code	DCEC-701 MM[T]

Part A

			I all A								
Year	4th	Semester	7th	Credits	L	Т	Р	С			
Tear	401	Semester	701	Credits	3	0	0	3			
Course Type	Theory only	eory only									
Course Category	Discipline Electiv	scipline Electives									
Pre-Requisite/s	Students should	have knowledge of customer relations ar	nd marketiing.	Co-Requisite/s							
Course Outcomes & Bloom's Level	CO2- Able to ma CO3- Understand CO4- Students a CO5- Students a	ne effective and efficient customer relation nage CRM marketing in order to leverage d the needs in adoption of CRM in the tou re able to analyse how to develop custom er trained in of communication in the suc w about the various types of customers a	e CRM technology.(BL2-Understand) urism industry(BL3-Apply) mer relationship based on the custome cessful handling of customers.(BL5-E	er expectations.(BL4-Analyze) valuate)	ate)						
Coures Elements	CO6- Get to know about the various types of customers and their preferences and accordingly able to plan for the quality services.(BL6-Create) Skill Development Entrepreneurship × Employability Professonal Ethics Gender × Human Values Environment ×										

Part B

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

Part C

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

Part D(Marks Distribution)

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

Part E

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

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



BComHons

Title of the Course	Financial Derivatives
Course Code	DCEC-702 FM[T]

		Pa	rt A					
Year	4th	Semester	7th	Credits	L	Т	Р	С
Tetal	401	odinester.	741	Greates	3	0	0	3
Course Type	Theory only							
Course Category	Discipline Specific E	Elective						
Pre-Requisite/s		uaint students with derivative securities, market nents, and uses of these instruments with risk m		Co-Requisite/s				
Course Outcomes & Bloom's Level	CO2- Students will CO3- Students will CO4- Students will	be able to Define key concepts and terminologi be able to Explain the fundamental principles at be able to Apply derivative strategies to manag be able to Analyze market data to evaluate the be able to Evaluate the ethical and regulatory o	nd theories underlying financial derivatives. e risk in various financial scenarios.(BL3-A performance and risks associated with diffe	(BL2-Understand) pply) erent derivatives (BL4-Analyze)	Remer	mber)		
Coures Elements	Skill Development Entrepreneurship Employability Professsonal Ethics Gender X Human Values Environment X	,	SDG (Goals)	SDG8(Decent work and economic growth) SDG9(Industry Innovation and Infrastructure SDG12(Responsible consuption and produc SDG17(Partnerships for the goals)				

Part B

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

Part C

	Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5		Students will investigate a well-known financial derivatives crisis (e.g., the 2008 financial crisis, Long-Term Capital Management collapse) and analyze the role derivatives played in the crisis. They will identify key factors that led to the crisis and propose measures to prevent similar occurrences in the future.		BL4-Analyze	15

Part D(Marks Distribution)

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

Part E

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

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



BComHons

Title of the Course	Negotiation and Conflict Resolution
Course Code	DCEC-801 HR[T]

		Part A								
Year	Year 4th		8th	Credits	L T P C 3 0 0 3					
Course Type	Course Type Theory only									
Course Category	Discipline Specific Elective									
Pre-Requisite/s		ned to facilitate students in rethinking of negotiation s and confidence when engaging in important real-	Co-Requisite/s							
Course Outcomes & Bloom's Level										
Coures Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professsonal Ethics Gender X Human Values ✓ Environment X	√	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG10(Reduced inequalities) SDG17(Partnerships for the goals)						

Part B

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

Part C

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

Part D(Marks Distribution)

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

Part E

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

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



BComHons

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

ΙαϊΛ										
Year	4th Semester		8th	Credits	L	Т	Р	С		
Teal	401	Semester	out	Credits	3	0	0	3		
Course Type	Theory only									
Course Category	Discipline Elect	ves								
Pre-Requisite/s	A basic underst	anding of human resource manageme	nt is desirable.	Co-Requisite/s						
Course Outcomes & Bloom's Level	CO1- Students will be able to define the various components of a total compensation package and their purposes within an organization. (BL1-Remember) CO2- Students will be able to explain the relationship between compensation strategies, employee motivation, and organizational performance. (BL2-Understand) CO3- Students will be able to develop a compensation plan for a specific job role, considering internal equity, external competitiveness, and relevant legal requirements. (BL3-Apply) CO4- Students will be able to evaluate the effectiveness of different reward systems in achieving organizational goals. (BL4-Analyze) CO5- Students will be able to critique the ethical implications of various compensation practices, considering fairness, transparency, and potential for discrimination. (BL5-Evaluate) CO6- Students will be able to design an innovative compensation and reward system to address a specific organizational challence. (BL6-Create)									
Coures Elements	Skill Developme Entrepreneursh Employability ✓ Professsonal El Gender ✓ Human Values Environment X	ip √ hics X	SDG (Goals)	SDG1(No poverty) SDG3(Good health and well-being) SDG4(Quality education) SDG8(Decent work and economic growth) SDG12(Responsible consuption and product	tion)					

Part B

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

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
3	Designing a Performance-Based Compensation System for a Sales Team	PBL	BL6-Create	15

Part D(Marks Distribution)

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

Part E

Books	Armstrong, M. (2016). Armstrong's Handbook of Reward Management Practice (5th ed.). Tata McGraw-Hill.
Articles	1.Lawler, E. E., Benson, G. S., & McDermott, M. (2012). Performance management and reward systems. WorldatWork Journal, 21(4), 19-28. 2.Martono, S., Khoiruddin, M., & Wulansari, N. A. (2018). Remuneration reward management system as a driven factor of employee performance. International Journal of Business & Society, 19.
References Books	Martocchio, J. J. (2017). Strategic Compensation: A Human Resource Management Approach (9th ed.). Pearson.
MOOC Courses	https://www.coursera.org/learn/human-resources-analytics
Videos	https://youtu.be/kwb0tGdEvAY https://youtu.be/RMOQCni4DZM

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



BComHons

Title of the Course	Digital Marketing Analytics
Course Code	DCEC-802 MM[T]

		Part A						
Year	4th	Semester	8th	Credits	L 3	- +	P 0	C 3
Course Type	Theory only							
Course Category	Discipline Specific El	ective						
Pre-Requisite/s		Students should have a basic understanding of marketing principles, familiarity with internet usage, and foundational knowledge of social media platforms. Prior coursework in marketing, communications, or information technology is recommended.						
Course Outcomes & Bloom's Level	CO2- Understand the CO3- Develop Conte analysis tools (BL3-A CO4- Execute Online digital ads (BL4-Ana CO5- Leverage Socia	Advertising Campaigns: Identify and utilize various lyze) al Media in Marketing: Integrate social media into m	s for evaluating digital performance. (BL2-Ūnent planning and creation strategies. Evaluate s forms of e-advertising, including mobile mar tarketing communication strategies. Assess the	derstand) and optimize website UX and landing pages to keting, and understand the pricing models and	using d effe	cont	ent ness	s of
Coures Elements	threats, and leverage AI and automation to enhance social media marketing. (BL5-Evaluate) Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professonal Ethics ✓ Gender X Human Values ✓ Environment X SDG (Goals) SDG (Goals) SDG17(Partnerships for the goals)							

Part B

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

Part C

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

Part D(Marks Distribution)

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

Part E

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

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



BComHons

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

		Part <i>i</i>	A								
Year	4th	Semester	Oth.	Credits	L	Т	Р	С			
Year	4th	Semester	8th	Credits		0	0	3			
Course Type	Theory only	y only									
Course Category	Discipline Specific E	lective									
Pre-Requisite/s	and financial reports	lyze financial statements including consolidated fi of various types of entities, to gain ability to apply s in the area of financial reporting, to gain ability to	Co-Requisite/s								
Course Outcomes & Bloom's Level	CO2- Students will b CO3- Students will b CO4- Students will b	ne able to Define key financial reporting terms such he able to Explain the relationship between financi he able to Prepare a basic income statement and I he able to Compare and contrast financial stateme he able to Critique the ethical implications of finance	al reporting and the stakeholders of a busine calance sheet for a hypothetical company ba nts of different companies to evaluate their f	ess.(BL2-Understand) used on provided financial data.(BL3-Apply) inancial strengths and weaknesses.(BL4-Ana	ılyze)						
Coures Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professsonal Ethics Gender X Human Values ✓ Environment X		SDG (Goals)	SDG8(Decent work and economic growth) SDG12(Responsible consuption and produc SDG17(Partnerships for the goals)	ction)						

Dart I

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

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Evaluate the ethical considerations and implications of different financial reporting practices, such as transparency and disclosure.	PBL	BL5-Evaluate	15

Part D(Marks Distribution)

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

Part E

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

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



BComHons

Title of the Course	Diversity and Inclusion
Course Code	DCEC-803 HR[T]

		Part A					
Year	4th	Semester	8th	Credits	L T P C 3 0 0 3		
Course Type	Theory only						
Course Category	Discipline Specific Ele	ctive					
Pre-Requisite/s		nave basic knowledge of social structures, human bindividuals and society.	pehavior, and cultural dynamics to understand	Co-Requisite/s			
Course Outcomes & Bloom's Level	issues.(BL1-Rememb CO2- Identify and inte (BL2-Understand) CO3- Examine the role CO4- Evaluate the infl	roup differences and their impacts on individual exter) pret diverse perspectives influenced by social strate of race and ethnicity in shaping societal dynamics uence of gender identity and sexual orientation on order and sexual orientation shape perspectives on	ifications. Recognize how social hierarchies aff . Assess how race and ethnicity influence indivisocial experiences.(BL4-Analyze)	ect perspectives and responses to societal chidual and collective social experiences.(BL3-A	allenges.		
Coures Elements	Skill Development X Entrepreneurship X Employability ✓						

Part B

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

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Study how economic status and abilities contribute to social differentiation and experience variance.	PBL		15

Part D(Marks Distribution)

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

Part E

Books	Bader, T., & Boesch, D. (2021). Leading global diversity, equity, and inclusion: A guide for systemic change in multinational organizations. Berrett-Koehler Publishers.
Articles	Garg, S., & Sangwan, S. (2021). Literature review on diversity and inclusion at workplace, 2010–2017. Vision, 25(1), 12-22.
References Books	Bell, M., & Leopold, J. (2021). Diversity in organizations (4th ed.). South-Western College Publishing.
MOOC Courses	
Videos	https://www.youtube.com/watch?v=tETTSgS4ZpE

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



BComHons

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

Part A

Year	4th	Semester	8th	Credits	L	Т	Р	С			
Tear	4111	Semester	out	Credits	3	0	0	3			
Course Type	Theory only	Theory only									
Course Category	Discipline Spe	ecific Elective									
Pre-Requisite/s	Student shou	ld have knowledge of marketing		Co-Requisite/s							
Course Outcomes & Bloom's Level	CO2- Identify CO3- Develop CO4- Analyze	O1- Understand the concepts and importance of green marketing. (BL1-Remember) O2- Identify environmental issues and challenges related to marketing. (BL2-Understand) O3- Develop strategies for sustainable product design and production. (BL3-Apply) O4- Analyze consumer behavior and ethical consumerism. (BL4-Analyze) O5- Evaluate the impact of green marketing efforts on business success. (BL5-Evaluate)									
Coures Elements	Skill Development Entrepreneurship Employability Professsonal Ethics Gender Human Values Environment Kanada SDG (Goals)			SDG1(No poverty) SDG3(Good health and well-being) SDG4(Quality education) SDG8(Decent work and economic growth) SDG12(Responsible consuption and produc SDG17(Partnerships for the goals)	ition)						

Part B

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

Part C

	Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
Ę	5	Developing a Sustainable Green Marketing Campaign for a New Eco-Friendly Product	PBL	BL5-Evaluate	15

Part D(Marks Distribution)

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

Part E

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

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



BComHons

Title of the Course	Human Society in 21st Century
Course Code	GEC-201[T]

Course Code	GEC-201[1]											
			Part A									
Year	1st	Semester	2nd	Credits	L	Т	Р	С				
					3	0	0	3				
Course Type	Theory only	neory only										
Course Category	Ability Enhan	cement Courses										
Pre-Requisite/s	elements and basic grasp of historical conthemselves, it how these hat Economics a human societis necessary. (such as non structures (lik they shape solid underst crucial. This irights, wome Understandin societal chan their important understandin and their imp Century Ressecentury challequest for Sus Constructive	derstanding of Social Systems*: It evolution of human social system for concepts such as values, institutext. This includes understanding he values they uphold, the institutext. This includes understanding the values they uphold, the institutes, familiarity with basic econon This includes understanding diffication, and politics*: To grasp the econon This includes understanding diffication, pastoral, industrial, and pote tribes, kingdoms, empires, and cocieties. 3. "Awareness of 20th Conding of the contributions of 20th nocludes familiarity with significanty's rights, peace movements, and gheir goals, methods, and impages and challenges. 4. "Knowled Elefore discussing responses to to comprehend the challenges to to comprehend the challenges it globalization, environmental critications for societies worldwide. Jonses': Finally, to appreciate the neges, it's essential to be familiar tainable Development Goals (ST Programme, Understanding thes forts to address pressing global in	ms, it's essential to have a utions, processes, and intons, processes, and intonal knowledge of nic and political basis of nic and political concepts erent economic systems st-industrial) and political I nation-states) and how century Movements': A h-century movements is it movements like civil denvironmental activism. act provides context for Ige of 21st Century 21st-century challenges, nemselves. This includes isses, and cultural clashes, 5. "Awareness of 21steresponses to 21stere with initiatives like the Jos) and Gandhi's ere responses provides	Co-Requisite/s	Systems*: Fe elements ar values, insti will be able and how the *Insight into foundationa will be equip basis of hun economic syshaping soc *Appreciatic develop an . 20th-centur rights, peac They will un these move *Awareness knowledge to identify al globalizatior They will un for societies Responses* 21st-century for Sustaina Constructive address globartics and supplementations of the supplementation of the s	Readers will gai and evolution of tutions, process to analyze how see structures h Economic and Iknowledge of opped to underst nanothers. The stems and policities at various on of 20th Cent. appreciation for y movements si e movements and evolution of 21st Century and comprehend not evolve the seed of 21st Century and comprehend not evolve the seed of 21st Century and comprehend not evolve the seed of 21st Century and comprehend not evolve the seed of 21st Century and comprehend not evolve the seed of 21st Century and comprehend not evolve the seed of 21st Century and comprehend not evolve the evolve me perogramme of the seed of 21st Century and the intervention of 21st Century and comprehend not evolve the evolve th	ses, and historic. societies organiave developed of Political Dynam economics and and the econom hey will compretical structures a structures a significant or the significant or the significant or a scivil right and environment hals, methods, a tall changes and y Challenges. I challenges are pressing global al orises, and cul plications of the Understanding alm in nsight into	tanding of the stems, including all context. They size themselves stems, including all context. They size themselves politics, readers ic and politics, readers ic and political hend different and their roles in lopment. 3. Readers will contributions of s, women's tall activism, and impacts of challenges. 4. Laving acquired ders will be able issues such as tural clashes, see challenges of 21st Century the responses to s side the the quest in and Gandhi's atte efforts to thange,				
Course Outcomes & Bloom's Level	CO2- Studen CO3- Studen CO4- Studen	ts will be able to explain how val- ts will be able to apply theoretica ts will be able to analyze the tran	ues such as justice and equ il frameworks to analyze housitions from nomadic to pos	respect, and equality.(BL1-Remember) ality shape social norms and influence indivi- w values like honesty and respect manifest ir t-industrial economies and their societal imp fress environmental challenges and propose	n different cultu acts.(BL4-Ana	ral contexts.(BI	_3-Ápply)					
Coures Elements	CO5- Students will be able to critically evaluate international efforts to act Skill Development ✓ Entrepreneurship × Employability × Professsonal Ethics ✓ SDG (Goals) Gender ✓ Human Values ✓ Environment ✓			SDG1(No poverty) 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 economies) SDG12(Responsible consuption and produSDG13(Climate action)	iction)							

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	External Evaluation Min. External 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	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-AojlVp6g (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)

								0 / 11 11 0 11 11 11 11							
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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



BBA_Hons

Title of the Course	India in 21st Century
Course Code	GEC-301[T]

		Pa	rt A					
Year	2nd	Semester	3rd	Credits	L 3	T 0	P 0	C 3
Course Type	Theory only					ı	1	
Course Category	Ability Enhancement Co	ourses						
Pre-Requisite/s		sic Understanding of Social Systems before delving into the elements and evolution of human social stems, it's essential to have a basic grasp of concepts such as values, institutions, processes, and historical text.						
Course Outcomes & Bloom's Level	CO3- Students will be a CO3- Students will be a CO4- Students will be a	ble to explain how values such as justice ar ble to apply theoretical frameworks to analy ble to analyze the transitions from nomadic	nesty, respect, and equality.(BL1-Remember and equality shape social norms and influence ze how values like honesty and respect mat to post-industrial economies and their socie to address environmental challenges and p	e individual behaviors.(BL2-Understand) nifest in different cultural contexts.(BL3-Apply tal impacts.(BL4-Analyze)	')			
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) SDG3(Quality education) SDG5(Gender equality) SDG6(Clean water and sanitation) SDG10(Reduced inequalities) SDG11(Sustainable cities and economies) SDG12(Responsible consuption and produc SDG13(Climate action)	ction)			

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-AojlVp6g (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)

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



BBA_Hons

Title of the Course	Gandhi and Gandhian's way
Course Code	GEC-401[T]

	+								
		F	Part A						
V	0-4	Semester	4th	L	Т	Р	С		
Year	2nd	Semester	4th	Credits	3	0	0	3	
Course Type	Theory only								
Course Category	Interdisciplinary Majo	or							
Pre-Requisite/s		ne students need to have a basic knowledge of Indian history and philosophy, including key concepts of andhian thought and principles.							
Course Outcomes & Bloom's Level	CO2- To help studen CO3- Motivate stude CO4- To help studen	ts to realise an all inclusive, peaceful and ha ts practice Ashrama vows and the life style v nts to involve themselves in social service a ts to understand Gandhi through the study o udents with the philosophical foundations of o	which is inherent therein. (BL2-Understan- ctives on the lines of the constructive prog- f texts. (BL4-Analyze)	d)					
Coures Elements	Skill Development X Entrepreneurship X Employability X Professsonal Ethics Gender X Human Values ✓ Environment X		SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG16(Peace Justice and strong institution					

Part B

Modules	Contents	Pedagogy	Hours
1	Gandhi's Perception of Religion and Spirituality Gandhi's Perception of Religion: Understanding the essence of Hinduism, Islam, and Christianity through Gandhi's perspective. Relationship Between Truth and God: Exploration of Gandhi's views on the connection between truth and divinity. Eleven Ashrama Vows: A detailed study of the vows Gandhi considered essential for a disciplined and spiritual life.	Interactive Lectures, Case Studies, Experiential Learning	9
2	Gandhi's Ethical Views and Ashram Life Private and Public Morality: Examination of Gandhi's views on morality in personal and public life and their contemporary relevance. The Ashram Life: Insights into life in Gandhi's ashrams, emphasizing the training of dedicated Satyagrahis. Ashram as a Training Ground: Understanding the role of ashrams in preparing individuals for non-violent activism and social service.	Interactive Lectures, Case Studies, Experiential Learning	9
3	Social Philosophy of Gandhi: Village Communities and Constructive Programmes Village Communities: Gandhi's vision for self-sufficient village communities and the significance of his constructive programmes. Sarvodaya Social Order: Exploration of the concept of Sarvodaya and its role in rural reconstruction, and the evolution of Sarvodaya after Gandhi. Varna, Caste System, and Untouchability: Gandhi's views on the caste system, his efforts towards the removal of untouchability, and the implications for modern India.	Interactive Lectures, Case Studies, Experiential Learning	9
4	Communal Harmony and Social Issues in Gandhi's Thought Communalism in India: Analysis of communalism in India and Gandhi's efforts to foster communal harmony, including the role of Shartisena. Alcoholism as a Social Problem: Study of Gandhi's campaign against alcoholism and his advocacy for total prohibition. Emancipation of Women: Comparison of feminist and Gandhian approaches to women's liberation, and Gandhi's contributions to the empowerment of women.	Interactive Lectures Case Studies Experiential Learning	9
5	Health, Hygiene, and Gandhian Experiments Health and Hygiene: Investigation into Gandhi's views on the interrelation between physical, mental, and moral health, and his perspectives on rural and urban sanitation. Nature Cure and Gandhian Experiments: Exploration of Gandhi's experiments with natural healing methods and their impact on his followers and wider society.	Interactive Lectures, Case Studies, Experiential Learning	9

Part C

,	Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
2		Designing a Modern Gandhian Community for Sustainable Living	PBL		15

Part D(Marks Distribution)

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

Part E

Books	Juergensmeyer, M. (2005). Gandhi's way: A handbook of conflict resolution. University of California Press.
Articles	Ghosal, A. K. (1959). Sarvodaya Gandhian Philosophy and way of life. The Indian Journal of Political Science, 20(1), 23-30.
References Books	Mallik, B. (2022). Gandhi and Science? Rethinking Science, Technology, and Development the Gandhian Way. In Legends in Gandhian Social Activism: Mira Behn and Sarala Behn: Addressing Environmental Issues By Dissolving Gender And Colonial Barriers (pp. 119-151). Cham: Springer International Publishing.
MOOC Courses	
Videos	https://www.youtube.com/watch?v=hpZwCRInrgo

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



BComHons

Title of the Course	Gandhi and Gandhian's way
Course Code	GEC-401[T]

		Р	art A							
Year	2nd	Semester	4th	Credits	L	Т	Р	С		
Tear	Znd	Semester	401	Credits	3	0	0	3		
Course Type	Theory only	heory only								
Course Category	Interdisciplinary Majo	or								
Pre-Requisite/s		students need to have a basic knowledge of Indian history and philosophy, including key concepts of dhian thought and principles.								
Course Outcomes & Bloom's Level	CO2- To help studen CO3- Motivate stude CO4- To help studen	ts to realise an all inclusive, peaceful and ha ts practice Ashrama vows and the life style w nts to involve themselves in social service ac ts to understand Gandhi through the study of idents with the philosophical foundations of C	which is inherent therein. (BL2-Understand tives on the lines of the constructive programmers. (BL4-Analyze)	d) ´						
Coures Elements	Skill Development X Entrepreneurship X Employability X Professsonal Ethics Gender X Human Values Environment X		SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG16(Peace Justice and strong institutions)						

Part B

Modules	Contents	Pedagogy	Hours
1	Gandhi's Perception of Religion and Spirituality Gandhi's Perception of Religion: Understanding the essence of Hinduism, Islam, and Christianity through Gandhi's perspective. Relationship Between Truth and God: Exploration of Gandhi's views on the connection between truth and divinity. Eleven Ashrama Vows: A detailed study of the vows Gandhi considered essential for a disciplined and spiritual life.	Interactive Lectures, Case Studies, Experiential Learning	9
2	Gandhi's Ethical Views and Ashram Life Private and Public Morality: Examination of Gandhi's views on morality in personal and public life and their contemporary relevance. The Ashram Life: Insights into life in Gandhi's ashrams, emphasizing the training of dedicated Satyagrahis. Ashram as a Training Ground: Understanding the role of ashrams in preparing individuals for non-violent activism and social service.	Interactive Lectures, Case Studies, Experiential Learning	9
3	Social Philosophy of Gandhi: Village Communities and Constructive Programmes Village Communities: Gandhi's vision for self-sufficient village communities and the significance of his constructive programmes. Sarvodaya Social Order: Exploration of the concept of Sarvodaya and its role in rural reconstruction, and the evolution of Sarvodaya after Gandhi. Varna, Caste System, and Untouchability. Gandhi's views on the caste system, his efforts towards the removal of untouchability, and the implications for modern India.	Interactive Lectures, Case Studies, Experiential Learning	9
4	Communal Harmony and Social Issues in Gandhi's Thought Communalism in India: Analysis of communalism in India and Gandhi's efforts to foster communal harmony, including the role of Shantisena. Alcoholism as a Social Problem: Study of Gandhi's campaign against alcoholism and his advocacy for total prohibition. Emancipation of Women: Comparison of feminist and Gandhian approaches to women's liberation, and Gandhi's contributions to the empowerment of women.	Interactive Lectures Case Studies Experiential Learning	9
5	Health, Hygiene, and Gandhian Experiments Health and Hygiene: Investigation into Gandhi's views on the interrelation between physical, mental, and moral health, and his perspectives on rural and urban sanitation. Nature Cure and Gandhian Experiments: Exploration of Gandhi's experiments with natural healing methods and their impact on his followers and wider society.	Interactive Lectures, Case Studies, Experiential Learning	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
2	Designing a Modern Gandhian Community for Sustainable Living	PBL		15

Part D(Marks Distribution)

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

Part E

Books	Juergensmeyer, M. (2005). Gandhi's way: A handbook of conflict resolution. University of California Press.
Articles	Ghosal, A. K. (1959). Sarvodaya Gandhian Philosophy and way of life. The Indian Journal of Political Science, 20(1), 23-30.
References Books	Mallik, B. (2022). Gandhi and Science? Rethinking Science, Technology, and Development the Gandhian Way. In Legends in Gandhian Social Activism: Mira Behn and Sarala Behn: Addressing Environmental Issues By Dissolving Gender And Colonial Barriers (pp. 119-151). Cham: Springer International Publishing.
MOOC Courses	
Videos	https://www.youtube.com/watch?v=hpZwCRInrgo

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



BComHons

Title of the Course	Internship	hip										
Course Code	ITR- 101[P]	101[P]										
•	·	P	art A									
Year	4th	Semester	7th	Credits	L 0	T 0	P 3	C 3				
Course Type	Project	t.										
Course Category	Projects and Interns	ojects and Internship										
Pre-Requisite/s		Successful completion of the summer internship program and familiarity with the tasks, projects, challenges, and solutions encountered during the internship period.										
Course Outcomes & Bloom's Level	CO2- Students will Analyze) CO3- Students will CO4- Students will CO5- Students will	be able to reflect on their summer training exp be able to demonstrate critical thinking and pro- be able to communicate effectively about their be able to apply theoretical concepts learned i be able to receive constructive feedback on the be able to gain insights into professional condi-	blem-solving abilities in discussing real-w internship projects, tasks, and responsibil n the MBA program to practical situations of eir performance and areas for improvement	orld business scenarios encountered during t ities.(BL3-Apply) encountered during the internship.(BL3-Appl nt from faculty evaluators.(BL3-Apply)	y)	rnship.	(BL4-					
Coures Elements	Skill Development Entrepreneurship Employability Professonal Ethics Gender Human Values Environment SDG (Quality education) SDGS(Gender equality) SDGS(Decent work and economic growth) SDG10(Reduced inequalities) SDG10(Reduced inequalities) SDG12(Responsible consuption and production) SDG13(Climate action) SDG17(Partnerships for the goals)											

Dart F

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

Part C

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

Part D(Marks Distribution)

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

Part E

Books	
Articles	
References Books	
MOOC Courses	
Videos	

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



MBA-Dual_Specialization

Title of the Course	Strategic Human R	esource Management						
Course Code	MBA-202[T]							
		F	Part A					
Year	1st	Semester	2nd	Credits	L	T	Р	С
ı caı	151	Gemester	Zilu	Gradits	3	0	0	3

			aitA							
Year	1st	Semester	2nd	Credits	L	Т	Р	С		
					3	0	0	3		
Course Type	Theory only									
Course Category	Discipline Elective	s								
Pre-Requisite/s	The students will he behavior.	ave basic understanding of human resource n	Co-Requisite/s							
Course Outcomes & Bloom's Level	CO2- Students will CO3- Students will CO4- Students will CO5- Students will	201- Students will be able to recall key concepts and terminologies related to strategic human resource management.(BL1-Remember) 202- Students will be able to explain the role of SHRM in achieving organizational goals.(BL2-Understand) 203- Students will be able to apply strategic HR practices to enhance organizational performance. (BL3-Apply) 204- Students will be able to analyze HR issues and align them with organizational strategy.(BL4-Analyze) 205- Students will be able to evaluate the effectiveness of different HR strategies (BL5-Evaluate) 206- Students will be able to design innovative HR strategies that contribute to long-term organizational success.(BL6-Create)								
Coures Elements	Skill Development Entrepreneurship : Employability X Professsonal Ethic Gender J Human Values J Environment X	×	SDG (Goals)	SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)						

Part B

Modules	Contents	Pedagogy	Hours
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							

Part E

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_YrAVJukl

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



MBA-Dual_Specialization

Title of the Course	Industrial Relation ar	nd Employment Laws						
Course Code	MBA-305 HR[T]							
		ı	Part A					
Year	2nd	Semester	3rd	Credits	L	Т	Р	С
rear	ZIIU	Semester	Siu	Credits	3	Λ	٥	3

			Part A								
Year	2nd	Semester	3rd	Credits		Т	Р	С			
	2.13	Gomeo.	0.4	o i o a i o	3	0	0	3			
Course Type	Theory only										
Course Category	Discipline Electives										
Pre-Requisite/s	Students need to ha behavior.	dents need to have basic understanding of human resource management and organizational Co-Requisite/s									
Course Outcomes & Bloom's Level	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) CO5- Students will be able to design policies and strategies for managing industrial relations and ensuring legal compliance.(BL6-Create)										
Coures Elements	Skill Development ✓ Entrepreneurship X Employability ✓ Professsonal Ethics Gender ✓ Human Values ✓ Environment X		SDG (Goals)	SDG5(Gender equality) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)							

Part B

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

Part C

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

Part D(Marks Distribution)

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

Part E

Books	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	

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



MBA-Dual_Specialization

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

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

Part B

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

Part D(Marks Distribution)

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

Part E

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

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



MBA-Dual_Specialization

Title of the Course	Business Ethics and Corporate Governance
Course Code	MBA-402[T]
•	

		Par	t A					
Year	2nd	Semester	4th	Credits		Т	Р	С
Course Type	Theory only				3	0	0	3
Course Category	Discipline Core							
Pre-Requisite/s		A solid foundation in global business concepts and an understanding of technological trends and innovations and familiarity with digital transformation strategies and their implications for international business operations is beneficial.						
Course Outcomes & Bloom's Level	CO2- Student will be ab CO3- Student will be ab CO4- Student will be ab CO5- Student will be ab	le to Explain the principles and underlying o le to Apply emerging technologies to solve r le to Analyze the implications of emerging te le to Assess the risks and opportunities assi	eal-world business problems in the global or echnologies on global business strategies ar ociated with adopting emerging technologies	relevance to the global business environment ontext.(BL3-Apply)	aluate	·)	rstan	d)
Coures Elements	Skill Development X Entrepreneurship X Employability X Professsonal Ethics ✓ Gender X Human Values ✓ Environment ✓	Skill Development X Entrepreneurship X Employability X Professsonal Ethics ✓ Gender X Human Values ✓ SDG (Goals) SDG3(Good health and well-being) SDG8(Decent work and economic growt SDG1(Responsible consuption and pro						

Dart F

		rart B	
Modules	Contents	Pedagogy	Hours
1	Business ethics: Introduction: Meaning of ethics, Types of business ethic issues, why ethical problems occur in business, Ethical dilemmas in business Ethical principles in business: Utilitarianism: weighing social cost and benefits, Rights and duties Justice and fairness. Computer ethics and business: Computer crime, Computers and corporate responsibility Property; information and software, Computer and privacy Professional ethics: Ethics in international business.	Interactive Lecture, Experiential Learning, case studies	9
2	Corporate governance: concept, Different Approaches to Corporate Governance, Leadership and Corporate Governance, Different models of Corporate Governance, Landmarks of Corporate Governance, Rights and Privileges of shareholders, Investor's Problem and protection, Corporate Governance and Other Stakeholders, Board of Directors; Role, Duties and Responsibilities of Auditors, Bank and Corporate Governance, Business Ethics and Corporate Governance.	Interactive Lecture, Experiential Learning, case studies	9
3	Moral issues in business: Importance of moral issues and reasoning, Principles of moral reasoning, Quality of work life, implications of moral issues in different functional areas of business like finance, HR and marketing. Whistleblowing; Kinds of whistleblowing, Blowing as morally prohibited, Whistleblowing as morally permitted, Whistleblowing as morally precluding the need for whistleblowing.	Interactive Lecture, Experiential Learning, case studies	9
4	Corporate social responsibility: Meaning, Evolution of corporate social responsibility, Limits of corporate social responsibility, Voluntary responsibility Vs. Legal requirements, Profit maximization vs. social responsibility.	Interactive Lecture, Experiential Learning, case studies	9
5	Socially Responsive Management: Strategies of response, formulating socially responsive strategies, Implementing social responsiveness, making a social strategy work, Conceptual framework of social responsibilities of business, SWOT analysis for evaluating organizational framework for discharging social responsibility, Financial incentives for social responsibility, Role of self-regulation in discharge of social responsibility.	Interactive Lecture, Experiential Learning, case studies	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
2	Ethical Dilemma and Corporate Governance Response	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	60	18	40	
			Practical		
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

Part E

Books	Velasquez, M. G. (2018). Business ethics: Concepts and cases. Pearson.
	Ghosh, S. (2015). Is corporate social responsibility in India still in a confused state?—A study of the participation of the private sector companies of India in corporate social responsibility activities. Global Business Review, 16(1), Kavadis, N., & Thomsen, S. (2023). Sustainable corporate governance: A review of research on long-term corporate ownership and sustainability. Corporate Governance: An International Review, 31(1), 198-226.
References Books	Sharma J P (2017). Corporate Governance, Business Ethics & CSR, Ane Books.
MOOC Courses	
Videos	

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



MBA-Dual_Specialization

Title of the Course	Customer Relationship Management					
Course Code	MBA-404 MM [T]					
	•	Part A				-
			1	Т	Р	С

			PartA					
Year	2nd	Semester	4th	L Credits		Т	Р	С
rear	ZIIQ	Semester	401	Credits	3	0	0	3
Course Type	Theory only				•	•		
Course Category	Discipline Elective	es						
Pre-Requisite/s	Students should h	have knowledge of customer relations	and marketiing.	Co-Requisite/s				
Course Outcomes & Bloom's Level	CO2- Able to mar CO3- Understand CO4- Students ar CO5- Students ar	C01- Cultivate the effective and efficient customer relationship ability.(BL1-Remember) C02- Able to manage CRM marketing in order to leverage CRM technology.(BL2-Understand) C03- Understand the needs in adoption of CRM in the tourism industry(BL3-Apply) C04- Students are able to analyse how to develop customer relationship based on the customer expectations.(BL4-Analyze) C05- Students are trained in of communication in the successful handling of customers.(BL5-Evaluate) C06- Get to know about the various types of customers and their preferences and accordingly able to plan for the quality services.(BL6-Create)						
Coures Elements	CO6- Get to know about the various types of customers Skill Development Entrepreneurship × Employability Professonal Ethics Gender × Human Values Environment ×		SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG9(Industry Innovation and Infrastructur				

Part B

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

Part C

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

Part D(Marks Distribution)

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

Part E

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

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



MBA-Dual_Specialization

Title of the Course	Business Environment
Course Code	MBA106[T]

Dort	Λ

			raitA								
Year	1st	Semester	1st	Credits	L	Т	Р	С			
Tear	ISI	Semester	ist	Credits	3	0	0	3			
Course Type	Theory only										
Course Category	Discipline Co	re									
Pre-Requisite/s	Basic unders	tanding of business fundamentals).	Co-Requisite/s							
Course Outcomes & Bloom's Level	CO2- Studen CO3- Studen CO4- Studen CO5- Studen	ts will be able to apply framework ts will be able to analyze the inten- ts will be able to evaluate the pote	ct of government regulations o s to assess the external enviro relationships between different ential risks and opportunities a	onment.(BL1-Remember) different industries and business practices.(E nment of a specific industry.(BL3-Apply) environmental factors and their influence on b ising from energing trends in the business en s and capitalize on environmental opportunitie:	ousiness strate vironment(BL	egy.(BL4-Anal 5-Evaluate)	• •				
Skill Development X Entrepreneurship X Employability X Professsonal Ethics X Gender X Human Values ✓ Environment X		SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG12(Responsible consuption and production) SDG13(Climate action)								

Part B

Modules	Contents	Pedagogy	Hours
1	Business Environment -Concept and Types of environments; environment analysis; forecasting techniques; competitor analysis	Interactive Lectures, Case Studies, Experiential Learning	9
2	Economic reforms and competitive environment, Business environment, and current issues	Interactive Lectures, Case Studies, Experiential Learning	9
3	Social responsibilities of business, Social Interest and Values, Consumerism, Consumer Protection Act -Important Provisions, Ethics of business, Corporate Governance	Interactive Lectures, Case Studies, Experiential Learning	9
4	Culture and business, Socio-cultural environment and dynamics of business with reference to India and other economies. Legal Environment of Business	Interactive Lectures, Case Studies, Experiential Learning	9
5	Competition Act 2005, Indian economic environment: Structure of Indian economy, Globalization & Role of Multinationals in Indian Economy, FDI & FEMA.	Interactive Lectures, Case Studies, Experiential Learning	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
1	Analyzing the Impact of Regulatory Changes on the Pharmaceutical Industry	PBL	BL5-Evaluate	15

Part D(Marks Distribution)

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

Part E

Books	David W. Worthington. (2018). Business Environment: Concepts and Cases. Sage Publications. lan Worthington & Chris Britton. (2019). The Business Environment. Pearson Education Limited.
Articles	Schmidt, P. (2000). as Business Environment. Demirguc-Kunt, A., Love, I., & Maksimovic, V. (2006). Business environment and the incorporation decision. Journal of Banking & Finance, 30(11), 2967-2993.
References Books	Paul Wetherly & Dorron Otter. (2014). The Business Environment: Themes and Issues. Oxford University Press.
MOOC Courses	https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_pg/389
Videos	https://study.com/academy/fesson/video/how-the-global-business-environment-affects-business.html?wvideo=3hvbdang4i https://youtu.be/vfNGr5gCbdw

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