

UNIVERSITY
GWALIOR • MP • INDIA

“ CELEBRATING DREAMS ”

SCHOOL OF MANAGEMENT

ITMU/SOM/BOS/2021/Notice/001

Date: 10 July 2021

Notice

Notice for Board of Studies Meeting

This is to inform all the esteemed members of the Board of Studies that a meeting is scheduled on **19 July 2021 at 10:00 AM in Room No. 326, School of Management, ITM University, Gwalior**. The agenda for the meeting is as follows:

1. Review and Approval of Schemes and Syllabus:

- MBA (Dual Specialization) – Trimester I to VI
- BBA – Semester I to VI
- B. Com (Hons.) – Semester I to VI

2. Alignment of Courses with Industry Requirements:

1. Discuss the necessary revisions to ensure our curriculum syncs with the latest industry standards and expectations.

3. Enhancement of Industrial Exposure:

1. Implement regular industrial visits for MBA students to provide practical insights and exposure to real-world business environments.
2. Discuss the integration of guest lectures and workshops by industry professionals to complement academic learning.

4. Feedback Integration:

3. Consideration of feedback from industry partners, alumni, and students to further refine and enhance the curriculum for the upcoming semester.


5. Enhancing Student Engagement and Support Services:

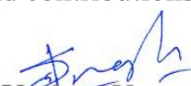
4. Discuss strategies and initiatives to improve student engagement, learning experiences, and support services.

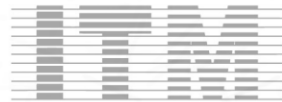
6. Other Items for Consideration:

5. Any additional matters deemed necessary for discussion by the Board members.

Your presence and participation are crucial as we aim to enhance our student's academic and professional development. We look forward to your valuable insights and contributions during the meeting.


Dr. Omveer Singh
REGISTRAR
ITM University
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Keshav Kansana
Head of the Department
School of Management



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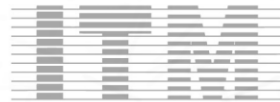
Minutes of the Board of Studies Meeting

Date : 24 August 2020
Time : 10:00 AM - 1:00 PM
Venue : Room No. 326, School of Management, ITM University, Gwalior

Attendees:

Sn.	Name	Signature
1.	Dr. Sher Singh Bhakar	
2.	Dr. Shilpa Bhakar	
3.	Dr. Vandana Bharti	
4.	Mr. Keshav Kansana	
5.	Dr. Aditya Tripathi	
6.	Dr. Lotica Surana	
7.	Dr. Ram babu Shridhar	
8.	Dr. Shachi Gupta	
9.	Dr. Shahid Amin Bhat	
10.	Dr. Vinay Gupta	
11.	Dr. Kahmeera Shaik	
12.	Mr. Ambar Agarwal	
13.	Dr. Abhinandan Chakraborty	
14.	Dr. Neetu Singh Chauhan	

Dr. Omveer Singh
REGISTRAR



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Minutes:

1. Welcome and Opening Remarks:

Mr. Keshav Kansana, Head of the Department, warmly welcomed all members of the Board of Studies (BoS). He highlighted the meeting's significance in ensuring the academic and professional development of students at the School of Management. The agenda was outlined, focusing on reviewing and enhancing the curriculum.

2. Agenda Items Discussed

2.1 Review and Approval of Schemes and Syllabus

The Board reviewed and approved the schemes and syllabus for the following programs:

- **MBA (Dual Specialization):** Trimester I to VI
- **BBA:** Semester I to VI
- **B. Com (Hons.):** Semester I to VI

2.2 Alignment of Courses with Industry Requirements

Discussions were held on necessary revisions to ensure the curriculum aligns with the latest industry standards and expectations. The Board emphasized the importance of staying updated with industry trends to enhance the employability of graduates.

2.3 Enhancement of Industrial Exposure

The Board agreed to implement regular industrial visits for MBA students to provide practical insights and exposure to real-world business environments. It was also decided to establish industry partnerships to facilitate enhanced student engagement through internships and projects. Additionally, integrating guest lectures and workshops by industry professionals was discussed to complement academic learning.

2.4 Feedback Integration

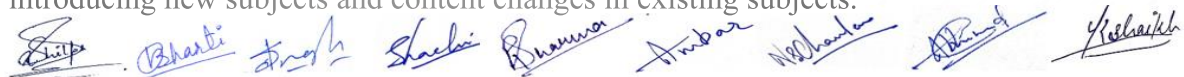
Feedback from industry partners, alumni, and students was considered to refine further and enhance the curriculum for the upcoming semester. The Board agreed on the importance of this feedback loop in maintaining curriculum relevance and quality.

2.5 Enhancing Student Engagement and Support Services

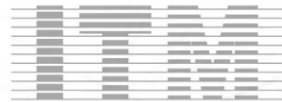
Strategies and initiatives were discussed to improve student engagement, learning experiences, and support services. The Board stressed the need for robust support mechanisms, particularly in the evolving online and hybrid learning environments.

2.6 Other Items for Consideration

The Board addressed additional matters deemed necessary for discussion, including introducing new subjects and content changes in existing subjects.




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3. New Subjects Introduced

MBA Dual Specialization

• Trimester IV:

- MBA-403 FM[T] Advanced Financial Management

BBA Program

• Semester I:

- BBA 103 A - Legal Aspect of Business (Through MOOC)

• Semester II:

- BBA 206 - Workshop

• Semester III:

- BBA 303 - Information Technology-I
- BBA 305 - Introduction to Financial Market

• Semester IV:

- BBA 403 - Production and Operations Management
- BBA 406 - Information Technology-II

• Semester V:

- BBA 501 - Business Policy and Strategy
- BBA 506 MM - Advertising and Brand Management
- BBA 505 FM - International Finance
- BBA 505 MM - Personal Selling and Sales Force Management
- BBA 504 FM - Investment Analysis and Portfolio Management

• Semester VI:

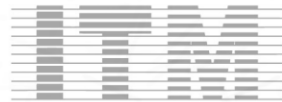
- BBA 601 - Business Policy and Strategy-II
- BBA 602 - International Trade and Business
- BBA 603 - Project Management and Entrepreneurship

B. Com (Hons.)

• Semester I:

- BCMH 106 B - NCC
- BCMH 106A - Business Law-I (Through MOOC)


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● **Semester II:**

○ **BCMh 206 - Introduction to Financial Market**

4. Content Changes in Subjects

MBA Dual Specialization


- **Trimester II:**
 - MBA-202[T] Cost and Management Accounting
- **Trimester III:**
 - MBA-303 MM[T] Integrated Marketing Communication
 - MBA-304 HR[T] Measuring HRM
 - MBA-304 MM[T] Sales Management
- **Trimester IV:**
 - MBA-405 MM[T] Consumer Behaviour
- **Trimester V:**
 - MBA-501[T] Management Information System


BBA Program

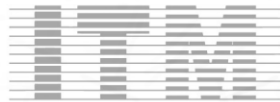
- **Semester II:**
 - BBA-203[T] Business Statistics
- **Semester III:**
 - BBA-301[T] Business Environment
- **Semester IV:**
 - BBA-401[T] Business Research
 - BBA-406[T] Information Technology-II

B. Com (Hons.)

- **Semester II:**
 - BCMH 203 - An Introduction to Statistics
 - BCMH 205 - Business Law-II
- **Semester III:**
 - BCMH 301 - Business Statistics
 - BCMH 304 - Company Law-I


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- BCMH 306 - Tally
- **Semester IV:**
 - BCMH 405 - Human Resource Management
- **Semester V:**
 - BCMH 502 - Investment Analysis

5. Closing Remarks

Mr. Keshav Kansana thanked all members for their active participation and valuable contributions. The meeting was adjourned with a commitment to implement the discussed changes and improvements in the upcoming academic sessions.

Note: Further changes in any course introduced by the regularity bodies will be incorporated after the approval of the BOS/Academic Council.

Keshav Kansana
Head of the Department
School of Management

Dr. Omveer Singh
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Syllabus-2021-2022

(SOM)(BBA)

Title of the Course	Legal Aspect of business (Through MOOC)
Course Code	BBA-103 A [T]

Part A

Year	Semester	Credits	L	T	P	C
			4	0	0	4
Course Type	Theory only					
Course Category	Disciplinary Major					
Pre-Requisite/s	A rational mind-set is the basic pre-requisite.		Co-Requisite/s			
Course Outcomes & Bloom's Level	CO1- Students will be able to define and recall key legal terms and concepts relevant to business law, such as contracts, torts, and intellectual property. (BL1-Remember) CO2- Students will be able to understand the situation where they can implement the laws in business. (BL2-Understand) CO3- Students will be able to apply principles of contract law to analyze and draft basic business contracts, including terms and conditions. (BL3-Apply) CO4- Students will be able to analyze the Indian business law and its application in management. (BL4-Analyze) CO5- Students will be able to assess legal risks associated with business decisions and propose strategies to minimize legal exposure. (BL5-Evaluate)					
Courses Elements	Skill Development ✗ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✓ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG12(Responsible consumption and production)			

Part B

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

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
3	Analyzing the Impact of Business Laws on Company Operations	PBL	BL5-Evaluate	15


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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	Kuchal, M.C., Business Law; Vikas Publishing House, New Delhi
Articles	Tavernier, E. (1983). Legal aspects of Forfeiting. Int'l Bus. Law., 11, 25.
References Books	Kapoor, N.D., Business Law, Sultan Chand & Sons, New Delhi.
MOOC Courses	
Videos	https://www.google.com/gasearch?q=videos%20on%20legal%20aspects%20of%20business%20in%20english&tbm=&source=sh/x/g/m2/5#fpstate=ive&vld=cid:58a7bd57,vid:BLKCKz33T

Course Articulation Matrix

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

Singh Bharti, Gupta, Shachi, Sharma, Mishra, Anbar, Kishor, A.P.

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Syllabus-2021-2022

(SOM)(BBA)

Title of the Course	Workshop
Course Code	BBA-206[T]

Part A

Year		Semester	Credits	L	T	P	C
				0	0	1	1
Course Type	Lab only						
Course Category	Disciplinary Minor						
Pre-Requisite/s	Basic verbal and written communication competence is required to ensure students are adequately prepared for the workshop, which will involve presentations, group discussions, and report writing.			Co-Requisite/s			
Course Outcomes & Bloom's Level	CO1- Students will be able to recall key business concepts and principles discussed in previous coursework. (BL1-Remember) CO2- Students will be able to explain the relevance and application of various business tools and techniques in practical scenarios. (BL2-Understand) CO3- Students will be able to utilize business models and frameworks to analyze case studies and real-world business problems. (BL3-Apply) CO4- Students will be able to break down complex business situations into manageable components to identify key issues and opportunities. (BL4-Analyze) CO5- Students will be able to critically assess business strategies and decisions, considering both qualitative and quantitative factors. (BL5-Evaluate)						
Courses Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗		SDG (Goals)		SDG4(Quality education) SDG8(Decent work and economic growth)		

Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Business Tools and Techniques: Overview of essential business tools (SWOT analysis, PESTLE analysis, Porter's Five Forces), Application of these tools in analyzing business environments	Experiential Learning	6
2	Strategic Management and Decision Making: Introduction to strategic planning and management processes Frameworks for decision-making in business (BCG Matrix, Ansoff Matrix) Hands-on activities: Developing strategic plans for hypothetical business scenarios	Experiential Learning	6
3	Marketing and Consumer Behavior Key concepts in marketing (4Ps, STP – Segmentation, Targeting, Positioning) Understanding consumer behavior and market research techniques	Experiential Learning	6
4	Financial Analysis and Budgeting Basics of financial statements (income statement, balance sheet, cash flow statement) Techniques for financial analysis (ratio analysis, break-even analysis)	Experiential Learning	6
5	Entrepreneurship and Innovation Introduction to entrepreneurship and the startup ecosystem Importance of innovation in business growth	Experiential Learning	6




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Part D(Marks Distribution)

Theory

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

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

Part E

Books	
Articles	
References Books	
MOOC Courses	
Videos	

Course Articulation Matrix

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

Dr. Singh *Bharti* *Sharma* *Sharma* *Sharma* *Sharma* *Sharma* *Sharma* *Sharma* *Sharma*

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Syllabus-2021-2022


(SOM)(BBA)

Title of the Course	Information Technology-I
Course Code	BBA-303[T]

Part A

Year		Semester		Credits	L	T	P	C
					3	0	0	3
Course Type	Theory only							
Course Category	Disciplinary Major							
Pre-Requisite/s	The students should be familiar with the basics of Computer and Information System for business related concepts.			Co-Requisite/s				
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to understand the basic working of computers and about hardware and software (BL1-Remember)</p> <p>CO2- Students will be able to analyze a problem and identify and define the computing requirements for the appropriate solutions(BL2-Understand)</p> <p>CO3- Students will be able to design and use spreadsheets and database applications for business processes and tracking(BL3-Apply)</p> <p>CO4- Students will be able to developed and implement optimal solutions to complex computing problems using industry-recognized best practices and standards(BL4-Analyze)</p> <p>CO5- Students will be able to evaluate the usability and user experience of IT applications in a business setting(BL5-Evaluate)</p>							
Courses Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗		SDG (Goals)	SDG4(Quality education)				




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Course Articulation Matrix

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




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Syllabus-2021-2022

(SOM)(BBA)

Title of the Course	Introduction to financial Market
Course Code	BBA-305[T]

Part A

Year	Semester	Credits	L	T	P	C
			3	0	0	3
Course Type	Theory only					
Course Category	Disciplinary Major					
Pre-Requisite/s	The students should come prepared with provided handouts and subject matter.		Co-Requisite/s			
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to identify major participants in financial markets & list key terms and concepts related to financial markets. (BL1-Remember)</p> <p>CO2- Students will be able to explain the basic principles and mechanisms of financial markets & Interpret the factors that influence supply and demand in financial markets. (BL2-Understand)</p> <p>CO3- Students will be able to apply knowledge of financial market instruments to analyze investment options & apply risk management techniques in the context of financial markets. (BL3-Apply)</p> <p>CO4- Students will be able to analyze the impact of economic indicators on financial markets & evaluate the factors influencing market liquidity and efficiency. (BL4-Analyze)</p> <p>CO5- Students will be able to evaluate the ethical considerations in financial market activities & assess the role of government policies and regulations in financial markets. (BL5-Evaluate)</p>					
Courses Elements	Skill Development ✗ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗		SDG (Goals)		SDG4(Quality education) SDG8(Decent work and economic growth) SDG17(Partnerships for the goals)	

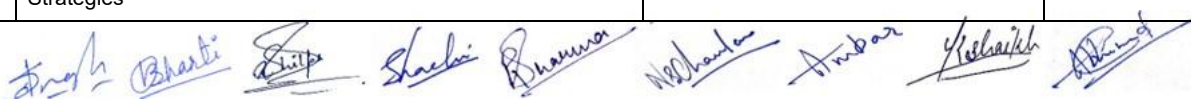
Part B

Modules	Contents	Pedagogy	Hours
1	Financial System: Concept of Financial Assets & Financial Markets, Functions of Financial systems, Structure of Indian Financial markets, Brief outline of development in Indian Financial System	Interactive Lectures Case Studies	9
2	- Money Market: Introduction to basic instruments of Indian money markets, Introduction to important players in Indian Money Markets, Concept of Repo & Reverse Repo	Interactive Lectures Case Studies	9
3	Central banking System: Introduction, Functions of RBI, credit control via reserve requirements, selective credit control, advances to priority sector, Qualitative Credit Control Commercial Banking System: Evolution, important products of commercial banks, Functions of Commercial Banks	Interactive Lectures Case Studies Experiential Learning	9
4	Capital Markets: Concept, Functions & types of capital markets, Introduction to different important players of Capital Market, Stock Exchange, Mutual Funds, Merchant & Investment bankers, Primary Markets: Concept, methods of raising funds (Public & Rights Issue, Private placements) Secondary Market: Introduction, evolution and functions of stock exchanges, Important Indian Stock Exchanges, Weaknesses and suggestions	Interactive Lectures Case Studies Experiential Learning	9
5	Regulatory Framework: Role of SEBI, Recent guidelines of SEBI w.r.t Public Issues, Listing and stock market trading.	Interactive Lectures Case Studies	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level
4	Evaluating the Impact of Market Trends on Investment Strategies	PBL	BL5-Evaluate


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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	HR Machiraju, Indian Financial System 2nd edition, Vikas Publication. • Bharti V Pathak, The Financial System: Markets, Institutions and Services 3rd Edition, Pearson Education India Ltd.
Articles	BBA-305[T] Introduction to financial Market Pagano, M. (1993). Financial markets and growth: An overview. European economic review, 37(2-3), 613-62
References Books	Frederic S. Mishkin, Financial Markets and Institutions 7th Edition, The Prentice Hall Series in Finance.
MOOC Courses	https://onlinecourses.nptel.ac.in/noc22_mg23
Videos	https://www.google.com/gasearch?q=videos%20on%20introduction%20to%20financial%20market%20in%20english&tbm=&source=sh/x/gsm2/5#fpstate=ive&vld=cid:b8a4dfc8,vid:P_bqD

Course Articulation Matrix

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




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Syllabus-2021-2022

(SOM)(BBA)

Title of the Course	Production & Operations Management
Course Code	BBA-403[T]

Part A

Year	Semester	Credits	L	T	P	C
			4	0	0	4
Course Type	Theory only					
Course Category	Disciplinary Major					
Pre-Requisite/s	A fundamental understanding on importance of process management is desirable.		Co-Requisite/s			
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to define and recall essential production and operation management terms such as JIT (Just-In-Time), TQM (Total Quality Management), and bottleneck. (BL1-Remember)</p> <p>CO2- Student will be able to explain the principles of demand forecasting and its role in production planning. (BL2-Understand)</p> <p>CO3- Student will be able to apply forecasting techniques to analyze and predict future demand for products or services. (BL3-Apply)</p> <p>CO4- Student will be able to analyze the efficiency and effectiveness of production operations, identifying areas for improvement. (BL4-Analyze)</p> <p>CO5- Student will be able to assess and compare key performance metrics to evaluate the success of production and operation management strategies. (BL5-Evaluate)</p>					
Courses Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG12(Responsible consumption and production)			




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Part B


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

Part C

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

Part D(Marks Distribution)

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



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Part E

Books	B. Mahadevan (2007), Operations Management: Theory and Practice, Pearson Education, India, Second Edition.
Articles	Zhou, L., Jiang, Z., Geng, N., Niu, Y., Cui, F., Liu, K., & Qi, N. (2022). Production and operations management for intelligent manufacturing: A systematic International Journal of Production Research, 60(2), 808-846.
References Books	Operations Management for Competitive Advantage, Tata McGraw-Hill Publishing Company Limited, Eleventh Edition
MOOC Courses	https://www.udemy.com/course/production-and-operations-management/?couponCode=LEADERSALE24A
Videos	https://www.google.com/gasearch?q=videos%20on%20production%20and%20operations%20in%20management%20in%20english&tbm=&source=sh/x/gs/m2/5#fpstate=ive&vld=cid:daa3

Course Articulation Matrix

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

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Syllabus-2021-2022

(SOM)(BBA)

Title of the Course	Information Technology-II
Course Code	BBA-406[T]

Part A

Year	Semester	Credits	L	T	P	C
			3	0	0	3
Course Type	Theory only					
Course Category	Disciplinary Major					
Pre-Requisite/s	The students should be familiar with the basics of Computer and MS Office.		Co-Requisite/s			
Course Outcomes & Bloom's Level	<p>CO1- Student will be able to recall the fundamental concepts of databases, including key terminology, data models, and architecture. (BL1-Remember)</p> <p>CO2- Student will be able to understand the characteristics of computer, role of input and output devices, processing units, hardware, software and its uses (BL2-Understand)</p> <p>CO3- Student will be able to apply troubleshooting techniques to identify and resolve common network connectivity issues. (BL3-Apply)</p> <p>CO4- Student will be able to analyze the impact of security threats on network infrastructure and propose mitigation strategies. (BL4-Analyze)</p> <p>CO5- Student will be able to gain practical knowledge to construct the flowchart and algorithm for a given problem independently (BL5-Evaluate)</p>					
Courses Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education)			

Part B

Modules	Contents	Pedagogy	Hours
1	Concept of Computers - Brief History of computers, Generation and its Evolution , Characteristics of computers (Hardware, Software) Criteria for using the computers, Organisations and Functions of Computers, Advantages and Disadvantages of Computers , Main Areas of computers and their Applications.	inertarctive lectures,	9
2	Types of Computers - Analog, digital, Hybrid, General Purpose and Special Purpose Computers, Micro Computers, Mini - computers, Main - frame Computer and Super computer	inertarctive lectures,	9
3	Input - Output Devices, Storage Units (Disks, CD - ROM, DVD - ROM and tapes), Memory types(Cache, RAM, ROM), Memory Units, (SIMM, DIMM, RIMM)	inertarctive lectures,	9
4	Data and Information - Data Definition, Data Processing Systems, Data Type, Numeric, Alphabetic , Audio, Graphic and Video and their presentation	inertarctive lectures,	9
5	Internet Technologies and E- Business, Advanced web technologies : HTML 5 CSS3 , Java script , Web development tools, Content management system , word press. Emerging Technologies in Business Internet of timing (IOT), Artificial intelligence (A I), Block chain Technologies, Big Data analytics.	inertarctive lectures,	9


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Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Designing and Implementing a Cybersecurity Framework for a Small Business	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	ITL, —Introduction to Information Technology, Pearson education, Delhi, 2nd Edition
Articles	Swanson, E. B., & Ramiller, N. C. (2004). Innovating mindfully with information technology. MIS quarterly, 553-583.
References Books	Alexis Leon, —Introduction to Information Systems”, Tata McGraw Hill ,4th edition.
MOOC Courses	
Videos	https://www.google.com/gasearch?q=videos%20on%20information%20technology%20in%20english&tbm=&source=sh/x/gs/m2/5#fpstate=ive&vld=cid:7b82064d,vid:7BfdMKeLTj0,st:0

Course Articulation Matrix

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

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Syllabus-2021-2022

(SOM)(BBA)

Title of the Course	Business Policy and Strategy
Course Code	BBA-501[T]

Part A

Year		Semester	Credits	L	T	P	C
				3	0	0	3
Course Type	Theory only						
Course Category	Disciplinary Major						
Pre-Requisite/s	Students should have understanding of business functions, strategic management concepts, analytical skills, and decision-making frameworks.			Co-Requisite/s			
Course Outcomes & Bloom's Level	CO1- Student will be able to recall major theories and models related to business policy. (BL1-Remember) CO2- Student will be able to explain the relationship between business policy and strategic management. (BL2-Understand) CO3- Student will be able to demonstrate the ability to apply business policy concepts to real-world scenarios. (BL3-Apply) CO4- Student will be able to analyze the external environmental factors influencing business policy decisions. (BL4-Analyze) CO5- Student will be able to evaluate the role of leadership in shaping and implementing business policies. (BL5-Evaluate)						
Courses Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✓ Gender ✗ Human Values ✗ Environment ✗		SDG (Goals)		SDG4(Quality education) SDG12(Responsible consumption and production) SDG17(Partnerships for the goals)		

Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Business Strategy: Introduction, Concept of Business Strategy, Significance of Business Strategy, Essentials of Effective	Interactive lectures and case studies	9
2	Business Policy: Concept, Meaning and Definitions of Business Policy, Factors influencing Business Policy, Business Policy vs. Business Strategy, Policy decisions and their impact on Business Strategies, Policy making process. Strategy, Outcomes of Inadequate Strategies, Functions of Business Strategies, Business strategy and sustainable development.	Interactive lectures and case studies	9
3	Introduction to Strategic Management: Strategic Management – Concept, Definition, Meaning, Role of Strategic Management, Objectives of Strategic Management, Benefits of Strategic Management, Importance of Strategic Management, Reasons for failure of Strategic Management, Strategic management and Indian perspective	Interactive lectures and case studies	9
4	Strategic Management Process: Introduction, Strategic Management Process, Setting up Strategic Vision, Role of a Strategist, Essentials for Effective strategy, Strategic Management and Policy Making, Creating values through strategies in organizations.	Interactive lectures and case studies	9
5	Strategic Analysis: Concept, definition, Need for Strategic Analysis. Environmental Scanning, Understanding business environment for strategic analysis, Past and Modern Strategic thinkers & their contributions.	Interactive lectures and case studies	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Designing and Implementing a Cybersecurity Framework for a Small Business	PBL	BL3-Apply	15


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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	Wheelen, T. L., & Hunger, J. D. (Year). Strategic Management and Business Policy: Globalization, Innovation and Sustainability. Pearson.
Articles	Morecroft, J. D. (1985). The feedback view of business policy and strategy. System Dynamics Review, 1(1), 4-19
References Books	Thompson, A. A., Peteraf, M. A., Gamble, J. E., & Strickland III, A. J. (Year). Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases. McGraw-Hill Education.
MOOC Courses	
Videos	https://www.google.com/gasearch?q=videos%20on%20business%20policy%20and%20strategy%20in%20english&tbm=&source=sh/x/gs/m2/5#fpstate=ive&vld=cid:6c840d8f,vid:tpPT3fjN

Course Articulation Matrix

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

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Syllabus-2021-2022

(SOM)(BBA)

Title of the Course	Investment Analysis and Portfolio Management
Course Code	BBA-504FM[T]

Part A

Year	Semester	Credits	L	T	P	C
			4	0	0	4
Course Type	Theory only					
Course Category	Discipline Specific 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	<p>CO1- Students will be able to understand the basic concept of Portfolio Management. (BL1-Remember)</p> <p>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)</p> <p>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)</p> <p>CO4- Students will be able to evaluate the performance of a portfolio using different performance metrics identify potential areas for improvement. (BL4-Analyze)</p> <p>CO5- Students will be able to recommend investment strategies based on current market conditions, economic forecasts, and individual investor risk profiles. (BL5-Evaluate)</p>					
Courses Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✓ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG1(No poverty) SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG12(Responsible consumption and production) SDG13(Climate action) SDG17(Partnerships for the goals)			

Part B

Modules	Contents	Pedagogy	Hours
1	Investment- meaning, nature & types, investment and its 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


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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
Videos	https://www.google.com/gasearch?q=videos%20on%20investment%20analysis%20and%20portfolio%20management%20%20in%20english&tbm=&source=sh/x/gs/m2/5#fpstate=ive&v

Course Articulation Matrix

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




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Syllabus-2021-2022

(SOM)(BBA)

Title of the Course	Training and Management Development
Course Code	BBA-504HR[T]

Part A

Year	Semester	Credits	L	T	P	C
			4	0	0	4
Course Type	Theory only					
Course Category	Discipline Specific Elective					
Pre-Requisite/s	The students should come prepared with provided handouts and subject matter.		Co-Requisite/s			
Course Outcomes & Bloom's Level	CO1- Students will be able to remember, recall and restate the concepts of the training & development. (BL1-Remember) CO2- Students will be able to identify, understand, interpret training & development concepts and update these concepts in relation to business organization. (BL2-Understand) CO3- Students will be able develop and implement a training session using appropriate instructional techniques and materials to address specific learning objectives. (BL3-Apply) CO4- Students will be able to analyze training & development concepts used by an organization individually as well as in teams. (BL4-Analyze) CO5- Students will be able to evaluate the linkage between the training & development process with human resources individually as well as in teams. (BL5-Evaluate)					
Courses Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✓ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG1(No poverty) SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG12(Responsible consumption and production) SDG13(Climate action) SDG17(Partnerships for the goals)			

Part B

Modules	Contents	Pedagogy	Hours
1	Organization vision & plans, assessment of training needs, setting training objectives, designing training programmes, Spiral model of training	Interactive Lectures Case Studies	12
2	Tasks of the training function: Building support, overall training capacity, developing materials, strategic planning, networking, Designing training programmes, training cycle, qualities of trainers.	Interactive Lectures Case Studies Experiential Learning	12
3	Training methods: On the job training, job instruction training, apprenticeship, coaching, job rotation, syndicate method, knowledge based methods, lecture, conferences, programmed learning, simulation methods, case study, vestibule training, laboratory training, in-basket exercise, experiential methods, and sensitivity training.	Interactive Lectures Case Studies Experiential Learning	12
4	Management Development Programme Methods:-Understudy, Coaching, Action Learning, Role Play, Management Games, Seminars, University related programmes, special project, behavioural modelling, job rotation, case study, multiple management, sensitivity training. Post training: Input overload, unrealistic goals, linkage failure. Training impact on individuals and organizations: Training Evaluation-Evaluating-Programmes, Participants. Objectives and worth - wholeness of training.	Interactive Lectures Case Studies Experiential Learning	12
5	Organisational Development (OD): Definition, Foundations of OD, Managing the OD Process, Action Research and OD. OD Interventions: Overview of OD Interventions, Team Interventions, Inter-group and Third-Party Peacemaking Interventions. Comprehensive OD Interventions, Structural Interventions and the Applicability of OD, Training Experiences.	Interactive Lectures Case Studies	


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Part C

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

Part D(Marks Distribution)

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	Noe, Raymond, Employee Training & Development, Irwin/McGraw Hill, 2008. • Wendell L. French, Cecil H Bell, Jr. and Veena Vohra, Organization Development, sixth edition, Pearson Education.
Articles	BBA-504HR[T] Training and Management Development Shen, J. (2005). International training and management development: theory and reality. Journal of Management Development, 24(7), 656-666.
References Books	• O'Connor, Bridget N., Bronner, Michael and Delaney, Chester, Training for Organizations, 2nd ed., South-Western/Thomson Learning, 2002. Thomas Cummings and Christopher G Worli,
MOOC Courses	https://www.coursera.org/learn/learning-and-development#modules
Videos	https://www.google.com/gasearch?q=videos%20on%20training%20and%20management%20development%20in%20english&tbm=&source=sh/x/g/s/m2/5#fpstate=ive&vld=cid:be309334,vCzu0,st:0

Course Articulation Matrix

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

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Syllabus-2021-2022

(SOM)(BBA)


Title of the Course	International Finance
Course Code	BBA-505FM[T]

Part A

Year	Semester	Credits	L	T	P	C
			4	0	0	4
Course Type	Theory only					
Course Category	Discipline Specific Elective					
Pre-Requisite/s	A basic understanding of financial management is desirable.		Co-Requisite/s			
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to recall key concepts and theories in international finance. (BL1-Remember)</p> <p>CO2- Students will be able to explain the mechanisms and dynamics of international financial markets. (BL2-Understand)</p> <p>CO3- Students will be able to apply international financial tools and techniques to analyze investment opportunities and assess risks in global markets. (BL3-Apply)</p> <p>CO4- Students will be able to analyze the impact of geopolitical events, economic policies, and market trends on international financial markets. (BL4-Analyze)</p> <p>CO5- Students will be able to evaluate the effectiveness of different financial strategies in mitigating risks and maximizing returns in global business operations. (BL5-Evaluate)</p>					
Courses Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG17(Partnerships for the goals)			

Part B

Modules	Contents	Pedagogy	Hours
1	International Financial Environment: Overview, Foreign Exchange Market, Introduction to inter- bank market and retail market. Spot market and forward market. Forward discount and premium; cross rate; Determination of inter-bank rates, determination of value dates, retail cash rates and TT rates; Exchange Rate Determination: Interest rate parity, purchasing power parity, international Fisher's effect, and uncovered interest rate arbitrage, carry trade. Central bank intervention- revaluation and devaluation of currency, Open market operations; Purchasing power effect.	interactive lectures and case studies	12
2	The International Monetary System: Breton Wood system; Exchange Rate Regimes, Euro Market, International Banking, Concept and Development of Universal banking; Syndicate loan; parallel loan. Euro currency market- Euro loan, Eurodollar loan, Euro deposits, Euro dollar deposit; International Trade Financing: Documents required for export, letter of credit and prepayment of LOC, buyers credit, sellers credit, pre and post shipment line of credit. Drafts, open account, counter trade. Bill discounting, factoring and forfeiting.	interactive lectures and case studies	12
3	Financial Derivatives: Forwards and Futures, Options and related terminology, Calculating the pay off from options and diagrammatic representation. Option, pricing (Diagrammatic) - factors that influence put and call prices. Some motivations for buying and selling options; Simple combinations of underlying asset & options: Option spreads: Bull spreads with puts and calls, straddle top and bottom, strip, Futures: Valuations, rationale for trading-hedging, arbitrage etc. (No Derivations), Introduction to Swaps, Interest rate swaps, and currency swaps, cross currency swaps.	interactive lectures and case studies	12
4	Currency Risk Management Foreign Exchange Risk Management: Types of Forex Exposure- Strategies for Managing Transaction, Translation, Operating & Economic Exposure; Political Risk-	interactive lectures and case studies	12
5	Analysis and Management; Interest Rate Exposure Management, Forward rate agreements (FRA). Interest rate caps, floors, collars.	interactive lectures and case studies	12


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Part C

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

Part D(Marks Distribution)

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

Part E

Books	International Financial Managementll, Cheol S. Eun and Bruce G. Resnick, McGraw Hill.
Articles	Desai, M. A. (2006). International finance: A course overview note. Harvard Business School.
References Books	"International Financial Management" by Jeff Madura Krugman, P. (1993). International finance and economic development. Finance and development: Issues and experience, 4, 11-24
MOOC Courses	https://www.coursera.org/learn/international-business#modules
Videos	https://www.google.com/gasearch?q=videos%20on%20international%20finance%20in%20english&tbm=&source=sh/x/gsm/2/5#fpstate=ive&vld=cid:8c316c5a,vid:3mF-aNHwXYI,st:0&vuanr=4

Course Articulation Matrix

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

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Syllabus-2021-2022

(SOM)(BBA)


Title of the Course	Performance and Compensation Management System
Course Code	BBA-505HR[T]

Part A

Year	Semester	Credits	L	T	P	C
			4	0	0	4
Course Type	Theory only					
Course Category	Discipline Specific Elective					
Pre-Requisite/s	Students should have basic Understanding of organizational behavior, human resource management concepts, and basic accounting principles.		Co-Requisite/s			
Course Outcomes & Bloom's Level	CO1- Students will be able to recall key principles and concepts of performance and compensation management. (BL1-Remember) CO2- Students will be able to explain the relationship between performance management and organizational objectives. (BL2-Understand) CO3- Students will be able to demonstrate the ability to apply performance management techniques in real-world scenarios. (BL3-Apply) CO4- Students will be able to analyze the impact of different compensation strategies on employee motivation and organizational performance. (BL4-Analyze) CO5- Students will be able to evaluate the effectiveness of performance appraisal systems in improving employee performance. (BL5-Evaluate)					
Courses Elements	Skill Development ✗ Entrepreneurship ✗ Employability ✗ Professional Ethics ✓ Gender ✗ Human Values ✓ Environment ✗	SDG (Goals)	SDG1(No poverty) SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)			

Part B

Modules	Contents	Pedagogy	Hours
1	Introduction- Concept, 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


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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	Aliku, I. H., Morka, T. O., & IGEMOHIA, F. (2020). Compensation management and employee performance: Manufacturing industry in focus. PalArch's J Egypt/Egyptology, 17(7), 8792-8810
References Books	Competitive Rewarding: The Essential Business Guide to Compensation and Benefits in Hong Kong and the PRC, Hong Kong: Asia Law & Practice Pub
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/g/m2/5#fpstate=ive&vld=cic

Course Articulation Matrix

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




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Syllabus-2021-2022

(SOM)(BBA)

Title of the Course	Personal Selling and Sales Force Management
Course Code	BBA-505MM[T]

Part A


Year	Semester	Credits	L	T	P	C
			4	0	0	4
Course Type	Theory only					
Course Category	Discipline Specific Elective					
Pre-Requisite/s	A fundamental understanding of sales process is desirable.		Co-Requisite/s			
Course Outcomes & Bloom's Level	CO1- Students will be able to recall key concepts and techniques in personnel selling and sales force management. (BL1-Remember) CO2- Students will be able to explain the principles and strategies involved in personnel selling and sales force management. (BL2-Understand) CO3- Students will be able to apply selling techniques and management principles to real-world sales scenarios. (BL3-Apply) CO4- Students will be able to analyze sales performance data to identify areas for improvement and optimization. (BL4-Analyze) CO5- Students will be able to evaluate the effectiveness of sales strategies and tactics in achieving organizational sales goals. (BL5-Evaluate)					
Courses Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✓ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG12(Responsible consumption and production)			

Part B

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

Part C

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


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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	Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, Sales Management: Decisions, Strategies & Cases, Pearson Publications
Articles	Weitz, B. A., & Bradford, K. D. (1999). Personal selling and sales management: A relationship marketing perspective. Journal of the academy of marketing
References Books	Panda Tapan K., Sahadev Sunil, Sales & Distribution Management, Oxford Publications.
MOOC Courses	https://www.coursera.org/professional-certificates/sales-development-representative
Videos	https://www.google.com/gasearch?q=videos%20on%20personal%20selling%20and%20sales%20force%20management%20in%20english&tbm=&source=sh/x/g/m2/5#fpstate=ive&vld=c

Course Articulation Matrix

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

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Syllabus-2021-2022


(SOM)(BBA)

Title of the Course	Financial Market and Services
Course Code	BBA-506FM[T]

Part A

Year		Semester		Credits	L	T	P	C
					4	0	0	4
Course Type	Theory only							
Course Category	Discipline Specific Elective							
Pre-Requisite/s	A bird's eye view on the basic concepts of financial markets is desirable.			Co-Requisite/s				
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to recall fundamental concepts and terminology related to financial markets, instruments, and services. (BL1-Remember)</p> <p>CO2- Students will be able to explain the functions, operations, and regulations governing financial markets and services. (BL2-Understand)</p> <p>CO3- Students will be able to apply financial market theories and knowledge to analyze investment options and financial services. (BL3-Apply)</p> <p>CO4- Students will be able to analyze the performance of different financial instruments and evaluate their suitability for investment portfolios. (BL4-Analyze)</p> <p>CO5- Students will be able to evaluate the role of financial intermediaries and services in facilitating capital allocation and risk management. (BL5-Evaluate)</p>							
Courses Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✓ Gender ✗ Human Values ✗ Environment ✗		SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG17(Partnerships for the goals)				




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Part B

Modules	Contents	Pedagogy	Hours
1	Money Market: Inter Bank call money market, Term Money; Retail & Wholesale; BSE, NSE: Instruments & Players, T Bill, dated Govt. securities, Commercial paper, certificate of deposit, Role of RBI in regulation of money market.	interactive lectures and case studies	12
2	Basic Introduction to Primary & Secondary Market: Primary Market: New Issue Market, DIP Guidelines, Eligibility conditions, Red herring prospectus, green shoe option, IPO grading, book building, French option, Dutch option, minimum subscription, pricing (band, floor), Settlement & Allotment, Escrow account, listing, Secondary Market: Stock market, trade operations & settlement, margin requirement, types of margin, Indices - NIFTY & SENSEX (meaning & composition)	interactive lectures and case studies	12
3	Financial Services: Leasing & Hire Purchase: meaning, types, benefits of lease to lessor & lessee, methods of determining lease rental (stepped up, ballooned), difference between lease and hire purchase, Factoring & forfeiting: Concept, distinction between factoring and forfeiting, benefits of factoring, impact of factoring on balance sheet, Venture capital: Main features, venture capital process, difference between venture capital finance and conventional sources of finance, disinvestment avenues, Housing finance: Concept, role of NHB, HFCs, different schemes & limits of housing finance, risk associated with housing finance	interactive lectures and case studies	12
4	Credit rating: process, evaluation of a company, benefits of credit rating to investors, reliance on credit rating for investment decision, Securitization: Concept, origin, features, process, MBS, ABS, risk associated with securitization,	interactive lectures and case studies	12
5	Merchant Banking: Introduction, evolution of merchant banking, types of merchant bankers, activities undertaken by different types of merchant bankers, Merger & Acquisition: Concept of merger and takeovers, reasons for merger & acquisitions, Steps involved in merger and amalgamation, case study on mergers, demergers. Insurance: types of insurance (life, non life), types of insurance policies.	interactive lectures and case studies	12

Part C


Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
2	Exploring Emerging Trends in Financial Markets and Services	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	M.Y. Khan, Indian Financial System, 6th Edition, TMH H. R. Machiraju, Indian Financial System, 4th Edition, Vikas Publishing House.
Articles	Bosworth, B. P., Burtless, G., & Bryant, R. C. (2004). The impact of aging on financial markets and the economy: A survey. Brookings.
References Books	Bond, P., Edmans, A., & Goldstein, I. (2012). The real effects of financial markets. Annu. Rev. Financ. Econ., 4(1), 339-360
MOOC Courses	
Videos	https://www.google.com/gasearch?q=videos%20on%20introduction%20to%20financial%20market%20in%20english&tbm=&source=sh/x/gs/m2/5#fpstate=ive&vld=cid:b8a4dfc8,vid:P_bqD



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Course Articulation Matrix

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




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Syllabus-2021-2022

(SOM)(BBA)


Title of the Course	Advertising and Brand Management
Course Code	BBA-506MM[T]

Part A

Year	Semester	Credits	L	T	P	C
			4	0	0	4
Course Type	Theory only					
Course Category	Discipline Specific Elective					
Pre-Requisite/s	The students should come prepared with provided handouts and subject matter.		Co-Requisite/s			
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to recall fundamental advertising and sales management concepts, theories, and techniques. (BL1-Remember)</p> <p>CO2- Students will be able to explain the principles, strategies, and ethical considerations in advertising and sales management. (BL2-Understand)</p> <p>CO3- Students will be able to apply advertising and sales management strategies to develop effective marketing campaigns and sales plans. (BL3-Apply)</p> <p>CO4- Students will be able to analyze market trends, consumer behavior, and competitor strategies to inform advertising and sales decisions. (BL4-Analyze)</p> <p>CO5- Students will be able to evaluate the effectiveness of advertising campaigns and sales strategies in achieving marketing objectives. (BL5-Evaluate)</p>					
Courses Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG11(Sustainable cities and economies)			

Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Advertising - Definition, Functions, and Importance of Advertising in Marketing The Advertising Industry: Players and Processes The Role of Advertising in Consumer Behaviour Ethical Considerations in Advertising	interactive lectures and case studies	12
2	Developing Advertising Strategies - Target Audience Identification and Segmentation Setting Advertising Objectives and Budget Allocation The Advertising Creative Process: Message Development and Copywriting Creative Strategies and Storytelling in Advertising	interactive lectures and case studies	12
3	Media Planning and Selection- Traditional Media: Print, Broadcast, and Out-of-Home Advertising Digital Media: Online Advertising Channels and Strategies Media Planning Techniques and Metrics for Effective Reach and Frequency Integrating Traditional and Digital Media Strategies	interactive lectures and case studies	12
4	Advertising Production and Evaluation - Advertising Production Process: From Concept to Execution Creative Formats and Elements in Different Media Channels Measuring Advertising Effectiveness: Metrics and Analytics Testing and Optimizing Advertising Campaigns for Better Results	interactive lectures and case studies	12
5	The Future of Advertising - Emerging Advertising Trends and Technologies (e.g., Social Media Marketing, Influencer Marketing) The Rise of Programmatic Advertising and Automation Interactive and Personalized Advertising Strategies Ethical Issues and Regulations in Digital Advertising	interactive lectures and case studies	12


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Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Developing an Integrated Marketing Communication Plan for Brand Promotion	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	Advertising and Promotions -an IMC perspective by Kruti Shah & Alen D'Souza (TATA Mc GRAW HILL)
Articles	Meenaghan, T. (1995). The role of advertising in brand image development. Journal of product & brand management, 4(4), 23-34
References Books	Advertising Management 5th edition by Rajeev Batra, John G. Myersand David A.Aaker (Prentice-Hall India)
MOOC Courses	https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/222
Videos	https://www.google.com/gasearch?q=videos%20on%20advertising%20and%20brand%20management%20in%20english&tbm=&source=sh/x/g/m2/5#fpstate=ive&vld=cid:686bde52,vid:0

Course Articulation Matrix

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

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Syllabus-2021-2022

(SOM)(BBA)

Title of the Course	Bussiness Policy and Strategy- II
Course Code	BBA-601[T]

Part A

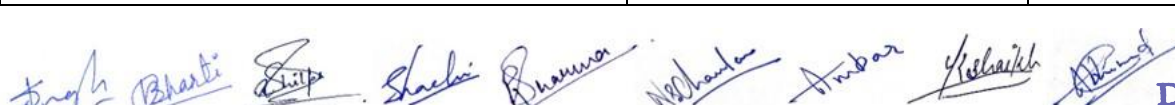
Year	Semester	Credits	L	T	P	C
			3	0	0	3
Course Type	Theory only					
Course Category	Disciplinary Major					
Pre-Requisite/s	Awareness should be their regarding the competitive and dynamic global economy and the corporate world.			Co-Requisite/s		
Course Outcomes & Bloom's Level	CO1- Students will be able to recall key concepts and frameworks learned in Business Policy and Strategy I. (BL1-Remember) CO2- Students will be able to explain advanced strategic management theories and their practical applications in diverse business contexts. (BL2-Understand) CO3- Students will be able to apply strategic analysis tools to assess competitive landscapes and formulate effective business strategies. (BL3-Apply) CO4- Students will be able to analyze case studies and real-world scenarios to identify strategic challenges and opportunities. (BL4-Analyze) CO5- Students will be able to evaluate strategic decisions and their potential impact on organizational performance and sustainability. (BL5-Evaluate)					
Coures Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG12(Responsible consumption and production) SDG17(Partnerships for the goals)			

Part B

Modules	Contents	Pedagogy	Hours
1	Strategy Formulation: Concept of strategy formulation, Types of Strategies, Steps in Strategy Formulation, Core Competencies and their Importance in Strategy Formulation	interactive lectures and case studies	9
2	Models of strategies: BCG Matrix, Porter's five forces, Diamond Model, McKinsey 7S model, Bottom of the Pyramid.	interactive lectures and case studies	9
3	Strategic Planning and Implementation: Introduction, Strategic Planning Process, Types of Strategies, Stability, Expansion or Growth, Mergers and Acquisitions, Activating Strategy, Issues in Strategy Implementation, Integrating the Functional Plan and Policies,	interactive lectures and case studies	9
4	Strategic Leadership: Introduction, Leadership Functions, Leadership Traits, Leadership Styles, Strategic Leadership and Competitive Advantage	interactive lectures and case studies	9
5	Creativity and Innovation : Concepts and definitions of creativity, Linkages between creativity and innovation, Policies for creative industries – common frameworks, Creative leadership, Idea generation and creativity techniques.	interactive lectures and case studies	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
3	Strategic Analysis and Recommendations for Market Diversification	PBL	BL3-Apply	15


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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	Wheelen, T. L., & Hunger, J. D. (Year). Strategic Management and Business Policy: Globalization, Innovation and Sustainability. Pearson. Thompson, A. Peteraf, M. A., Gamble, J. E., & Strickland III, A. J. (Year). Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases. McGraw-Hill Education.
Articles	Schendel, D. E., & Hatten, K. J. (1972, August). Business Policy or Strategic Management: A Broader View for an Emerging Discipline. In Academy of management proceedings (Vol. 1972, No. 1, pp. 99-102). Briarcliff Manor, NY 10510: Academy of Management.
References Books	Wheelen, T. L., Hunger, J. D., Hoffman, A. N., & Bamford, C. E. (2020). Strategic Management and Business Policy: Globalization, Innovation, and Sustainability (15th ed.). Pearson.
MOOC Courses	
Videos	https://www.google.com/gasearch?q=videos%20on%20business%20policy%20and%20strategy%20in%20english&tbm=&source=sh/x/gs/m2/5#fpstate=ive&vld=cid:6c840d8f,vid:tpPT3fjN

Course Articulation Matrix

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




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Syllabus-2021-2022

(SOM)(BBA)

Title of the Course	International Trade and Business
Course Code	BBA-602[T]

Part A


Year	Semester	Credits	L	T	P	C
			3	0	0	3
Course Type	Theory only					
Course Category	Discipline Specific Elective					
Pre-Requisite/s	Students should be familiar with basics of business.		Co-Requisite/s			
Course Outcomes & Bloom's Level	CO1- Students will be able to recall fundamental concepts and principles of international trade. (BL1-Remember) CO2- Students will be able to explain the dynamics of international trade. (BL2-Understand) CO3- Students will be able to apply trade theories and knowledge of global markets to analyze international business opportunities and challenges. (BL3-Apply) CO4- Students will be able to analyze the impact of trade policies, exchange rates, and market trends on international business operations. (BL4-Analyze) CO5- Students will be able to evaluate the strategic implications of international trade decisions on business competitiveness and profitability. (BL5-Evaluate)					
Courses Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✓ Gender ✗ Human Values ✗ Environment ✓	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)			

Part B

Modules	Contents	Pedagogy	Hours
1	International Trade: Concept, Importance, Benefits of International Trade, International Marketing versus Domestic Marketing (differences)	interactive lectures and case studies	9
2	Theory of International Trade: Theory of Comparative Cost, Factor Proportion Theory Multinational Corporations (MNCs): Definition, Role of MNCs in International Marketing, International Trade Barriers: Meaning, Tariff and Non-Tariff Barriers, Impact of Non- Tariff Barriers	interactive lectures and case studies	9
3	Organizations and Agreements: WTO (functions, principles, agreements), IMF (purposes, facilities provided by IMF), World Bank (purpose, principles/policies)	interactive lectures and case studies	9
4	Foreign Trade of India: Organizational Setup (autonomous bodies, attached and subordinate offices), Major Exports and Imports, Concept of Export House, EXIM Policy (2002-2007) of India (features and objectives of the policy)	interactive lectures and case studies	9
5	Foreign Exchange Market: Concept, Functions, Methods of International Payment, Concept of Balance of Payment. Concept of Fixed and Flexible Exchange Rate (concept) and Convertibility of Rupee.	interactive lectures and case studies	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Market Entry Strategy for International Expansion	PBL	BL3-Apply	15


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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	Hill Charles, W. L. and Jain Arjun, K; International Business -Competing in the Global Market Place, Tata Mcgraw Hill Education Pvt.ltd., New delhi
Articles	Meenaghan, T. (1995). The role of advertising in brand image development. Journal of product & brand management, 4(4), 23-34
References Books	P.K Khurana, Export Management, Galgotia Publishing Company, 2008.
MOOC Courses	
Videos	https://www.google.com/gasearch?q=videos%20on%20international%20trade%20and%20business%20in%20english&tbm=&source=sh/x/gs/m2/5#fpstate=ive&vld=cid:1890576a,vid:p_Q

Course Articulation Matrix

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




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Syllabus-2021-2022

(SOM)(BBA)

Title of the Course	Project Management and Entrepreneurship
Course Code	BBA-603[T]

Part A

Year	Semester	Credits	L	T	P	C
			3	0	0	3
Course Type	Theory only					
Course Category	Disciplinary Major					
Pre-Requisite/s	A preliminary knowledge on concept of project and entrepreneurship is desirable.		Co-Requisite/s			
Course Outcomes & Bloom's Level	CO1- Students will be able to recall fundamental concepts and terminology related to project management and entrepreneurship. (BL1-Remember) CO2- Students will be able to comprehend the principles and theories underlying project management methodologies and entrepreneurial strategies. (BL2-Understand) CO3- Students will be able to apply project management tools and techniques to plan and execute projects effectively, as well as entrepreneurial concepts to develop business plans. (BL3-Apply) CO4- Students will be able to analyze project risks, constraints, and feasibility, as well as evaluate market opportunities and competitive landscapes for entrepreneurial ventures. (BL4-Analyze) CO5- Students will be able to assess project performance against objectives, as well as evaluate the viability and sustainability of entrepreneurial ventures. (BL5-Evaluate)					
Courses Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✓ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG2(Zero hunger) SDG3(Good health and well-being) SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)			

Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Project Management Definition, Importance, and Benefits of Project Management Project Life Cycle and Phases (Initiation, Planning, Execution, Monitoring & Control, Closure) Project Management Structures and Teams Project Stakeholders and Communication Management	interactive lectures and case studies	9
2	Project Planning and Scheduling Setting SMART Project Objectives and Deliverables Work Breakdown Structure (WBS) Development Project Scheduling Techniques (e.g., Gantt Chart, PERT Chart) Resource Allocation and Estimation	Interactive Lectures Case Studies Experiential Learning	9
3	Project Execution, Monitoring, and Control Risk Management Strategies and Contingency Planning Project Budget Management and Cost Control Techniques Project Monitoring and Performance Measurement Tools Communication Management and Stakeholder Engagement During Execution	Interactive Lectures Case Studies Experiential Learning	9
4	Introduction to Entrepreneurship Identifying Entrepreneurial Opportunities and Ideation Understanding the Entrepreneurial Mindset and Characteristics Feasibility Analysis: Market Research and Business Plan Development Types of Businesses and Business Ownership Structures	interactive lectures and case studies	9
5	Developing a Business Plan Components of a Business Plan: Marketing, Financial Projections, Management Team Writing a Compelling Business Plan for Investors or Funding Launching and Growing a New Venture: Challenges and Strategies Social Entrepreneurship and Sustainable Business Practices	interactive lectures and case studies	9


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Part C

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



Part D(Marks Distribution)

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

Part E

Books	Jack R. Meredith, Samuel J. Mantel, Jr., Scott M. Shafer, Project Management: A Managerial Approach, Ninth Edition, International Student version, Wiley.
Articles	Mukhtarova, K. S., Kozhakhmetova, A. K., Belgozhakzy, M., Dosmbek, A., & Barzhaksyyeva, A. (2019). High-tech entrepreneurship in developing countries. Academy of Entrepreneurship Journal, 25(1), 1-10.
References Books	S. S. Khanka, Entrepreneurial development, S. Chand.
MOOC Courses	https://www.coursera.org/learn/developing-innovative-ideas-for-product-leaders
Videos	https://www.google.com/gasearch?q=videos%20on%20project%20management%20and%20entrepreneurship%20in%20english&tbn=&source=sh/x/gm2/5#fpstate=ive&vld=cid:569996

Course Articulation Matrix

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

Dr. Singh Bharti, Dr. Singh, Dr. Shukla, Dr. Sharma, Dr. Nishant, Dr. Anbar, Dr. Kishor, Dr. Singh

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Syllabus-2021-2022

(SOM)(BBA)

Title of the Course	International Human Resource Management
Course Code	BBA-604 HR[T]

Part A


Year	Semester	Credits	L	T	P	C
			4	0	0	4
Course Type	Theory only					
Course Category	Discipline Specific Elective					
Pre-Requisite/s	Students should come prepared with information and the subject related material provided for reference.		Co-Requisite/s			
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to recall fundamental principles and concepts of international HRM. (BL1-Remember)</p> <p>CO2- Students will be able to explain the complexities of managing human resources across borders, considering cultural, legal, and economic differences. (BL2-Understand)</p> <p>CO3- Students will be able to apply international HRM strategies and practices to address challenges related to staffing, training, and employee relations in global organizations. (BL3-Apply)</p> <p>CO4- Students will be able to analyze case studies and scenarios to evaluate the effectiveness of international HRM approaches in diverse cultural contexts. (BL4-Analyze)</p> <p>CO5- Students will be able to assess the impact of international HRM decisions on organizational performance, employee satisfaction, and cross-cultural collaboration. (BL5-Evaluate)</p>					
Courses Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✓	SDG (Goals)	SDG2(Zero hunger) SDG3(Good health and well-being) SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG12(Responsible consumption and production) SDG17(Partnerships for the goals)			

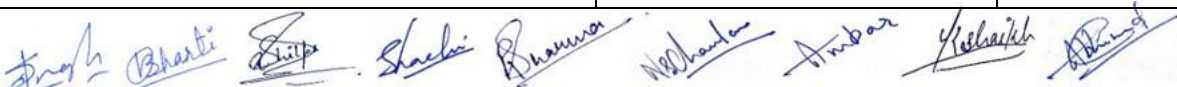
Part B

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

Part C

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


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Part D(Marks Distribution)

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

Part E

Books	Dennis R. Briscoe , Randall S. Schuler, Lisbeth Claus, International Human Resource Management, Policies and practices for multinational enterprises, Routledge.
Articles	Schuler, R. S., Dowling, P. J., & De Cieri, H. (1993). An integrative framework of strategic international human resource management. Journal of management.
References Books	K. Aswathapa , International Human Resource Management, Tata Mc Graw Hill Publishing Co.
MOOC Courses	
Videos	https://www.google.com/gasearch?q=videos%20on%20international%20human%20resource%20management%20in%20english&tbm=&source=sh/x/g/m2/5#fpstate=ive&vld=cid:e77bf82

Course Articulation Matrix

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

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Syllabus-2021-2022

(SOM)(BBA)

Title of the Course	Retail Management
Course Code	BBA-604 MM[T]

Part A


Year	Semester	Credits	L	T	P	C
			4	0	0	4
Course Type	Theory only					
Course Category	Discipline Specific Elective					
Pre-Requisite/s	The students should come prepared with provided handouts and subject matter.		Co-Requisite/s			
Course Outcomes & Bloom's Level	CO1- Students will be able to recall key concepts and principles of retail management, including merchandising strategies and customer service standards. (BL1-Remember) CO2- Students will be able to explain the functions and processes involved in retail management, including inventory control and store layout design. (BL2-Understand) CO3- Students will be able to apply retail management techniques to analyze market trends, develop pricing strategies, and manage retail operations effectively. (BL3-Apply) CO4- Students will be able to analyze consumer behavior, competitor strategies, and market dynamics to identify opportunities for retail growth and innovation. (BL4-Analyze) CO5- Students will be able to evaluate the performance of retail operations. (BL5-Evaluate)					
Courses Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG17(Partnerships for the goals)			

Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to retailing Definition, Characteristics, Evolution of Retailing in India, Retailing in India, Emerging Trends in Retailing, Factors Behind the change of Indian Retail Industry.	interactive lectures and case studies	12
2	Retail Formats Retail Sales by ownership, On the basis of Merchandise offered non-store Based retail mix & Non traditional selling.	interactive lectures and case studies	12
3	Store Planning, Design & Layout; STORE PLANNING: Location Planning and its importance, Store design and the retailing image mix, Effective Retail Space Management, Floor Space Management	interactive lectures and case studies	12
4	Retail Marketing Advertising & Sales Promotion, Retail Mktg. Strategies, Store Positioning, Retail Marketing. Mix, CRM, Advertising in Retailing, Types of Retail Sales Promotion.	interactive lectures and case studies	12
5	Retail Merchandising Buying function, Markups & Markdown in merchandise management, shrinkage in Retail merchandise management.	interactive lectures and case studies	12

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Revitalizing Retail Operations through Omnichannel Integration	PBL	BL3-Apply	15


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Part D(Marks Distribution)

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

Part E

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

Course Articulation Matrix

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

[Handwritten signatures of faculty members]

OMVEER SINGH

Digitally signed by OMVEER SINGH
DN: cn=OMVEER SINGH, o=Personal
Reason: I am the author of this document
Location:
Date: 2024-08-28 10:38+05:30

[Handwritten signature]
Dr. Omveer Singh
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Gwalior (M.P.)

Syllabus-2021-2022

(SOM)(BComHons)

Title of the Course	NCC
Course Code	BCMh-106 B [T]

Part A

Year	Semester	Credits	L	T	P	C
			4	0	0	4
Course Type	Theory only					
Course Category	Generic Elective					
Pre-Requisite/s	To enroll in the National Cadet Corps (NCC) program, students must be enrolled in a Bachelor of Commerce (BCom) degree program and meet the physical and medical standards set by the NCC.			Co-Requisite/s		
Course Outcomes & Bloom's Level						
Courses Elements	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✓		SDG (Goals)		SDG3(Good health and well-being) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)	

Part B

Modules	Contents	Pedagogy	Hours
1	Drill- Foot Drill- Drill ki Aam Hidayaten, Word ki Command, Savdhan, Vishram, Aram Se, Murdna, Kadvar Sizing, Teen Line Banana, Khuli Line, Nikat Line, Khade Khade Salute Karna Parade Par, Visarjan, Line Tod, Tej Chal, Tham aur Dhire Chal, Tham.	Interactive Lecture, Experiential Learning	12
2	Weapon Training- Introduction & Characteristics of .22 rifle, Handling of .22 rifle.	Interactive Lecture, Experiential Learning	12
3	Map Reading- Definition of Map, Conventional signs, Scale, and Grid System, Topographical forms and technical terms, Relief, Contours and gradients, Cardinal points and types of North, Magnetic Variation, and Grid Convergence.	Interactive Lecture, Experiential Learning	12
4	Field Craft & Battle Craft (FC & BC). Introduction of Field Craft & Battle Craft, Judging Distance, Method of Judging Distance.	Interactive Lecture, Experiential Learning	12
5	Social Service and Community Development- Cadets will participate in various activities throughout the semester, e.g., Blood donation Camp, Swachhata Abhiyan, Constitution Day, Jan Jeevan Hariyali Abhiyan, Beti Bachao Beti Padhao etc.	Interactive Lecture, Experiential Learning	12

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




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Part E

Books	
Articles	
References Books	
MOOC Courses	
Videos	

Course Articulation Matrix

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

Dr. Singh *Bharti* *Singh* *Sharma* *Bhambhani* *Anbar* *Kishor* *Prasad*

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Syllabus-2021-2022

(SOM)(BComHons)

Title of the Course	Introduction to Financial Market
Course Code	BCMH-206[T]

Part A

Year	Semester	Credits	L	T	P	C
			3	0	0	3
Course Type	Theory only					
Course Category	Disciplinary Major					
Pre-Requisite/s	The students should come prepared with provided handouts and subject matter.		Co-Requisite/s			
Course Outcomes & Bloom's Level	<p>CO1- Students will be able to identify major participants in financial markets & list key terms and concepts related to financial markets. (BL1-Remember)</p> <p>CO2- Students will be able to explain the basic principles and mechanisms of financial markets & Interpret the factors that influence supply and demand in financial markets. (BL2-Understand)</p> <p>CO3- Students will be able to apply knowledge of financial market instruments to analyze investment options & apply risk management techniques in the context of financial markets. (BL3-Apply)</p> <p>CO4- Students will be able to analyze the impact of economic indicators on financial markets & evaluate the factors influencing market liquidity and efficiency. (BL4-Analyze)</p> <p>CO5- Students will be able to evaluate the ethical considerations in financial market activities & assess the role of government policies and regulations in financial markets. (BL5-Evaluate)</p>					
Courses Elements	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG17(Partnerships for the goals)			

Part B

Modules	Contents	Pedagogy	Hours
1	Financial System: Concept of Financial Assets & Financial Markets, Functions of Financial systems, Structure of Indian Financial markets, Brief outline of development in Indian Financial System	Interactive Lectures Case Studies	9
2	- Money Market: Introduction to basic instruments of Indian money markets, Introduction to important players in Indian Money Markets, Concept of Repo & Reverse Repo	Interactive Lectures Case Studies	9
3	Central banking System: Introduction, Functions of RBI, credit control via reserve requirements, selective credit control, advances to priority sector, Qualitative Credit Control Commercial Banking System: Evolution, important products of commercial banks, Functions of Commercial Banks	Interactive Lectures Case Studies Experiential Learning	9
4	Capital Markets: Concept, Functions & types of capital markets, Introduction to different important players of Capital Market, Stock Exchange, Mutual Funds, Merchant & Investment bankers, Primary Markets: Concept, methods of raising funds (Public & Rights Issue, Private placements) Secondary Market: Introduction, evolution and functions of stock exchanges, Important Indian Stock Exchanges, Weaknesses and suggestions	Interactive Lectures Case Studies Experiential Learning	9
5	Regulatory Framework: Role of SEBI, Recent guidelines of SEBI w.r.t Public Issues, Listing and stock market trading.	Interactive Lectures Case Studies	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Evaluating the Impact of Market Trends on Investment Strategies	PBL	BL5-Evaluate	15


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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	HR Machiraju, Indian Financial System 2nd edition, Vikas Publication. • Bharti V Pathak, The Financial System: Markets, Institutions and Services 3rd Edition, Pearson Education India Ltd.
Articles	BBA-305[T] Introduction to financial Market Pagano, M. (1993). Financial markets and growth: An overview. European economic review, 37(2-3), 613-62
References Books	Frederic S. Mishkin, Financial Markets and Institutions 7th Edition, The Prentice Hall Series in Finance.
MOOC Courses	https://onlinecourses.nptel.ac.in/noc22_mg23
Videos	https://www.google.com/gasearch?q=videos%20on%20introduction%20to%20financial%20market%20in%20english&tbm=&source=sh/x/g/m2/5#fpstate=ive&vld=cid:b8a4dfc8,vid:P_bqD

Course Articulation Matrix

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

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Syllabus-2021-2022

(SOM)(BComHons)

Title of the Course	Business Law -I (Through MOOC)
Course Code	BCMH106A [T]

Part A

Year	Semester	Credits	L	T	P	C
			3	0	0	3
Course Type	Theory only					
Course Category	Disciplinary Major					
Pre-Requisite/s	Students should have understanding of business functions, strategic management concepts, analytical skills, and decision-making frameworks.			Co-Requisite/s		
Course Outcomes & Bloom's Level	CO1- Student will be able to recall major theories and models related to business policy. (BL1-Remember) CO2- Student will be able to explain the relationship between business policy and strategic management. (BL2-Understand) CO3- Student will be able to demonstrate the ability to apply business policy concepts to real-world scenarios. (BL3-Apply) CO4- Student will be able to analyze the external environmental factors influencing business policy decisions. (BL4-Analyze) CO5- Student will be able to evaluate the role of leadership in shaping and implementing business policies. (BL5-Evaluate)					
Courses Elements	Skill Development ✗ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✓ Human Values ✗ Environment ✗	SDG (Goals)		SDG4(Quality education) SDG12(Responsible consumption and production) SDG17(Partnerships for the goals)		

Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Business Strategy: Introduction, Concept of Business Strategy, Significance of Business Strategy, Essentials of Effective	Interactive lectures and case studies	9
2	Business Policy: Concept, Meaning and Definitions of Business Policy, Factors influencing Business Policy, Business Policy vs. Business Strategy, Policy decisions and their impact on Business Strategies, Policy making process. Strategy, Outcomes of Inadequate Strategies, Functions of Business Strategies, Business strategy and sustainable development.	Interactive lectures and case studies	9
3	Introduction to Strategic Management: Strategic Management – Concept, Definition, Meaning, Role of Strategic Management, Objectives of Strategic Management, Benefits of Strategic Management, Importance of Strategic Management, Reasons for failure of Strategic Management, Strategic management and Indian perspective	Interactive lectures and case studies	9
4	Strategic Management Process: Introduction, Strategic Management Process, Setting up Strategic Vision, Role of a Strategist, Essentials for Effective strategy, Strategic Management and Policy Making, Creating values through strategies in organizations.	Interactive lectures and case studies	9
5	Strategic Analysis: Concept, definition, Need for Strategic Analysis. Environmental Scanning, Understanding business environment for strategic analysis, Past and Modern Strategic thinkers & their contributions.	Interactive lectures and case studies	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Designing and Implementing a Cybersecurity Framework for a Small Business	PBL	BL3-Apply	15




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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	Wheelen, T. L., & Hunger, J. D. (Year). Strategic Management and Business Policy: Globalization, Innovation and Sustainability. Pearson.
Articles	Morecroft, J. D. (1985). The feedback view of business policy and strategy. System Dynamics Review, 1(1), 4-19
References Books	Thompson, A. A., Peteraf, M. A., Gamble, J. E., & Strickland III, A. J. (Year). Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases. McGraw-Hill Education.
MOOC Courses	
Videos	https://www.google.com/gasearch?q=videos%20on%20business%20policy%20and%20strategy%20in%20english&tbm=&source=sh/x/gs/m2/5#fpstate=ive&vld=cid:6c840d8f,vid:tpPT3fjN

Course Articulation Matrix

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




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