Apeejay Institute of Management and Engineering
Technical Campus, Jalandhar

Affiliated to I.K.Gujral Punjab Technical University(IKG-PTU), Kapurthala

Study Scheme & Syllabus of

Bachelor of Administration (BBA)

School of management

Study Scheme & Syllabus of
Bachelor of Business Administration
(BBA)

Batch 2021 onwards
Affiliated Colleges

Department of Academics
I.K. Gujral Punjab Technical University

Courses & Examination Scheme:

First Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA 101-18	Core Theory 1	Principles and Practices of Management	5	1	0	40	60	100	6
BBA 102-18	Core Theory 2	Basic Accounting	5	1	0	40	60	100	6
BBAGE101-18	General Elective 1	Managerial Economics I	5	1	0	40	60	100	6
BTHU103/18	Ability Enhancement Compulsory Course (AECC)	English	1	0	0	40	60	100	1
BTHU104/18	Ability Enhancement Compulsory Course (AECC)	English Practical/Laboratory	0	0	2	30	20	50	1
HVPE101-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules	3	0	0	40	60	100	3
HVPE102-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules (Lab/ Seminar)	0	0	2	25	--**	25	1
BMPD102-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
	TOTAL		19	3	6	280	320	600	25

**The Human Values, De-addiction and Traffic Rules (Lab/ Seminar) and Mentoring and Professional Development course will have internal evaluation only.

Note: One each seminar will be organized on Drug De-addiction and Traffic Rules. Eminent scholar and experts of the subject will be called for the seminar at least once during the semester. It will be binding for all students to attend the seminar.

Second Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA201-18	Core Theory 3	Business Statistics	5	1	0	40	60	100	6
BBA 202-18	Core Theory 4	Business Environment	5	1	0	40	60	100	6
BBAGE201-18	General Elective 2	Managerial Economics II	5	1	0	40	60	100	6
EVS102-18	Ability Enhancement Compulsory Course (AECC) - III	Environmental Studies	2	0	0	40	60	100	2
BMPD202-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
	TOTAL		17	3	2	195	240	425	21

Third Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA301-18	Core Theory 5	Organizational Behaviour	5	1	0	40	60	100	6
BBA 302-18	Core Theory 6	Marketing Management	5	1	0	40	60	100	6
BBA 303-18	Core Theory 7	Cost & Management Accounting	5	1	0	40	60	100	6
BBAGE 301-18	General Elective 3	Production and Operation Management	5	1	0	40	60	100	6
BBASEC 301-18	Skill Enhancement Course-1	IT tools for Business	2	0	0	40	60	100	2
BMPD302-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
	TOTAL		22	4	2	225	300	525	27

Fourth Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA401-18	Core Theory 8	Business Research Methods	5	1	0	40	60	100	6
BBA 402-18	Core Theory 9	Human Resource Management	5	1	0	40	60	100	6
BBA 403-18	Core Theory 10	Financial Management	5	1	0	40	60	100	6
BBAGE 401-18	General Elective 4	Entrepreneurship Development	5	1	0	40	60	100	6
BBASEC 401-18	Skill Enhancement Course-2	Business Ethics and Corporate Social Responsibility	2	0	0	40	60	100	2
BMPD402-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
	TOTAL		22	4	2	425	300	525	27

Fifth Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA501-18	Core Theory 11	Operation Research	5	1	0	40	60	100	6
BBA502-18	Core Theory 12	Mercantile Law	5	1	0	40	60	100	6
	Discipline Specific Elective 1	Elective – I	5	1	0	40	60	100	6
	Discipline Specific Elective 2	Elective – II	5	1	0	40	60	100	6
BMPD502-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
	TOTAL		20	4	2	225	240	425	25

SPECIALISATIONS

Any of the following groups each having two papers in Semester V can be chosen as specialization by the students.

1. Marketing

BBA 511-18	Consumer Behaviour
BBA 512-18	Advertising and Sales Management

2. Finance

BBA 521-18	Corporate Accounting
BBA 522-18	Financial Markets & Services

3. Human Resource Management

BBA 531-18	Industrial Relations & Labour Law
BBA 532-18	Organisation Change & Development

Sixth Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA601-18	Core Theory 13	Strategy Management	5	1	0	40	60	100	6
BBA602-18	Core Theory 14	Company Law	5	1	0	40	60	100	6
	Discipline Specific Elective 3	Elective – III	5	1	0	40	60	100	6
	Discipline Specific Elective 4	Elective – IV	5	1	0	40	60	100	6
BMPD602-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
	TOTAL		20	4	2	185	240	425	25

SPECIALISATIONS:

Any of the following groups each having two papers in Semester VI can be chosen as specialization by the students.

1. Marketing

BBA 611-18	Services Marketing
BBA 612-18	Retailing and Logistics Management

2. Finance

BBA 621-18	Personal Financial Planning
BBA 622-18	Direct and Indirect Tax Laws

3. Human Resource Management

BBA-631	Training & Development
BBA-632	Cross Cultural Human Resource Management

Program Educational Objectives (PEOs)

PEO1: Graduates will develop expertise in the area of accounts, marketing, interpersonal skills, human resource management and entrepreneurship.

PEO2: Graduates will develop competencies in qualitative and quantitative techniques to analyse the business data.

PEO3: Graduates will develop an understanding of economic, legal and social environment of Indian business.

PEO4: Graduates will develop responsiveness to social issues and will be able to identify business solutions to address the same. They will also be able to understand the issues of business ethics.

Program Outcomes (POs)

At the end of the program the student will be able to:

PO1: Evaluate and describe contextual forces (macro and micro both) in business environment and identify their impact on business operations.

PO2: Recognise and apply various qualitative, technical and analytical methods in solving business problems.

PO3: Communicate effectively in various business settings both in written and oral formats.

PO4: Explain the responsibility of business towards development of society. Students will also be able to distinguish between ethical and unethical behaviours.

PO5: Develop strategies for effective functioning of functional areas such as marketing, strategy, finance and operations.

PO6: Apply the entrepreneurial and managerial skills for effective business management.

BBA 101 Principles and Practices of Management

Course objective: the course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management. And to facilitate the students in appreciating need/significance and applications of various managerial functions.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Describe fundamental concepts, nature and principles of Management.

CO2: Explain the role and responsibilities of managers and adapt to the various styles of management across organizations.

CO3: Develop analytical abilities to face the business situations.

CO4: Apply various tools that would facilitate the decision making process in the business.

CO5: Develop peer based learning and working in groups and teams.

Unit – I

Management: Meaning, definitions, nature and scope, functions of management. Managerial roles and skills. Forms of different organizations: sole proprietorship, partnership and Joint Stock Company.

Evolution of management thoughts: classical and new classical systems, contingency approaches, Scientific management.

Unit – II

Planning: nature, purpose and functions, types of plan, Management by Objective (MBO), steps in planning.

Decision Making: Meaning, Steps in Decision Making, Techniques of Decision Making.

Strategic planning – concepts, process, importance and limitations; Growth strategies- Internal and external.

Unit – III

Organizing: Concept, formal and informal organizations, task force, bases of departmentation, different forms of organizational structures, avoiding organizational inflexibility. Teamwork – meaning, types and stages of team building.

Concept of staffing- Recruitment and Selection.

Motivation – concept, importance and theories.

Unit –IV

Authority: definition, types, responsibility and accountability, delegation, decentralization v/s centralization, determinants of effective decentralization. Line and staff authority.

Control: function, process and types of control, nature, process, significance and span of control. Direct control v/s preventive control.

Trends and challenges of management in global scenario, emerging issues in management: Introduction to Total Quality Management (TQM), Just in Time (JIT).

Suggested Textbooks:

- Principles and practices of management: L. M. PRASAD (S. Chand publishers)
- Essentials of Management: Koontz H. & Weihrich H. (Tata Mc Graw Hill Publishers)

Suggested Reference books

- Management: Stephen Robbins (Pearson publishers)
- VSP Rao & V H Krishna, Management, Excel books

BBA 102 BASIC ACCOUNTING

Course Objective: This course aims to acquaint students with foundation of financial accountancy and its application in business. It also aims to familiarize students with regulatory framework of accounting in India.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: To understand the basic underlying concepts, principles and conventions of accounting.

CO2: To identify the rules of debit and credit in accounting.

CO3: To get an overview of the regulatory framework of accounting in India.

CO4: To prepare trading, profit & loss and balance sheet of a firm.

CO5: To comprehend the concept of depreciation and different methods to treat depreciation in accounting.

Unit I

Introduction to Accounting- Meaning, objectives and Scope of **Financial Accounting**, Concept of Book Keeping, Basic Accounting terms, users of accounting information, limitations of Financial Accounting. **Accounting Concepts and Conventions**.

Accounting Standards- Concept, objectives, benefits, brief review of Accounting Standards in India.

Unit II

The Accounting Equation; Types and Nature of Accounts, Rules of Debit and Credit; **Accounting process** :Recording Transactions in Journal; Preparation of Ledger Accounts, Subsidiary Books; Preparation of Trial Balance.

Unit III

Bank Reconciliation Statement, Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation (WDV & SLM). **Preparation of Final Accounts:** Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business

Unit IV

Introduction to Company Final Accounts: Important provisions of Companies Act, 1956 in respect of preparation of final accounts of a company. Understanding the Annual Report of a Company.

Computerised Accounting: Computers and its application in accounting. Accounting software packages

Suggested Readings:

1. Maheshwari, S.N. and Maheshwari, S.K, "Financial Accounting", 2009, Vikas Publishing House, New Delhi.
2. Mukherjee, A. and Hanif, M., "Financial Accounting", 1st Edition, 2003, Tata McGraw Hill.
3. Ramchandran, N. and Kakani, R.K., "Financial Accounting for Management", 2nd Edition, 2007, Tata McGraw Hill.
4. Tulsian, P.C., Financial Accounting,
5. Horngren, Charles T., Sundem, Gart l, Elliot, John A. Philbrick, Donna R.,
6. "Introduction to Financial Accounting", Prentice Hall¸ New Delhi.
7. Gupta, Ambrish, "Financial Accounting for Management: An Analytical Perspective", Pearson Education, New Delhi.
8. Khatri, Dhanesh, "Financial Accounting" Tata McGraw-Hill, New Delhi.

BBA-GE 101 Managerial Economics- I

Course Objective: The primary objective of this course is to equip students with the necessary economic concepts, principles, theory and techniques and enhance their managerial decision making to address business problems in a globalized economic environment

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Understand the basic concepts of managerial economics and apply the economic way of thinking to individual decisions and business decisions.

CO2: Measure price elasticity of demand, understand the determinants of elasticity and apply the concepts of price, cross and income elasticity of demand.

CO3: Understand and estimate production function and Law of Diminishing Marginal Utility.

CO4: Understand and explain four basic market models of perfect competition, monopoly, monopolistic competition, and oligopoly, and how price and quantity are determined in each model.

CO5: Understand the different costs of production and how they affect short and long run decisions.

Unit-I

Introduction to Managerial Economics:Managerial Economics: Meaning, Nature, Scope & Relationship with other disciplines, Role of managerial economics in decision Making, Opportunity Cost Principle, Production Possibility Curve, Incremental Concept,Scarcity Concept.

Demand and the Firm: Demand and its Determination: Demand function; Determinants of demand; Demand elasticity – Price, Income and cross elasticity. Use of elasticity for analyzing demand, Demand estimation, Demand forecasting, Demand forecasting of new product. **Indifference Curve Analysis:** Meaning, Assumptions, Properties, Consumer Equilibrium, Importance of Indifference Analysis, Limitations of Indifference Theory

Unit-II

Production Function : Production function Meaning, Concept of productivity and technology, Short Run and long run production function Isoquants; Least cost combination of inputs, Producer's equilibrium; Return to scale; Estimation of production function.

Theory of Cost: Cost Concepts and Determinants of cost, short run and long run cost theory, **Modern** Theory of Cost, Relationship between cost and production function

Unit-III

Revenue Curve: Concept of Revenue, Different Types of Revenues, concept and shapes of Total Revenue, Average revenue and marginal revenue, Relationship between Total Revenue, Average revenue and marginal revenue, Elasticity of Demand and Revenue relation

Market Structure: Market Structure: Meaning, Assumptions and Equilibrium of Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly: Price and output determination under collusive oligopoly, Price and output determination under non-collusive oligopoly, Price leadership model.

Unit-IV

Pricing: Pricing practices**;** Commodity Pricing: Economics of advertisement costs; Types of pricing
practices

Factor Pricing: Demand and supply of factor of production; Collective bargaining,
Concept of rent, profit, interest- Rate of return and interest rates; Real vs. Nominal interest rates. Basic capital theory–Interest rate and return on capital. Measurement of profit.

Note: Relevant Case Studies will be discussed in class.

Suggested Readings/ Books:

- K.K .Dewett, *Modern Economic Theory*, S. Chand Publication
- D.M.Mithani, *Managerial Economics Theory and Applications*, Himalaya Publication
- Peterson and Lewis, *Managerial Economic*, Prentice Hall of India
- Gupta, *Managerial Economics*, TataMcGraw Hills

- Geetika, *Managerial Economics,* Tata McGraw Hills
- D.N.Dwivedi, *Managerial Economic,* Vikas Publications
- Froeb, *Managerial Economics*, Cengage Learning
- Koutsoyiannis, A, Modern Micro Economics, Palgrave Macmillan Publishers, New Delhi.
- Thomas Christopher R., and Maurice S. Charles, Managerial Economics – Concepts and Applications, 8th Edition,
- Mehta, P. L, Managerial Economics – Analysis, Problems and Cases, Sultan Chand & Sons, Delhi.
- Peterson and Lewis, Managerial Economics, 4th Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
- Shapiro, Macro Economics, Galgotia Publications.
- H. L Ahuja Advanced Economic Analysis, S. Chand & Co. Ltd, New Delhi. 7.
- G.S Gupta, Managerial Economics, Tata McGraw Hill.

AECC

BTHU103/18 English

Course Outcomes:

- The objective of this course is to introduce students to the theory, fundamentals and tools of communication.
- To help the students become the independent users of English language.
- To develop in them vital communication skills which are integral to their personal, social and professional interactions.
- The syllabus shall address the issues relating to the Language of communication.
- Students will become proficient in professional communication such as interviews, group discussions, office environments, important reading skills as well as writing skills such as report writing, note taking etc.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

Detailed Contents:

Unit1- 1 (Introduction)

- Theory of Communication
- Types and modes of Communication

Unit- 2 (Language of Communication)

- Verbal and Non-verbal
- (Spoken and Written)
- Personal, Social and Business
- Barriers and Strategies
- Intra-personal, Inter-personal and Group communication

Unit-3 (Reading and Understanding)

- Close Reading
- Comprehension
- Summary Paraphrasing
- Analysis and Interpretation
- Translation(from Hindi/Punjabi to English and vice-versa)

OR

- Precis writing /Paraphrasing **(for International Students)**
- Literary/Knowledge Texts

Unit-4 (Writing Skills)

- Documenting
- Report Writing
- Making notes
- Letter writing

Recommended Readings:

1. *Fluency in English* - Part II, Oxford University Press, 2006.
2. *Business English*, Pearson, 2008.
3. Language, Literature and Creativity, Orient Blackswan, 2013.
4. *Language through Literature* (forthcoming) ed. Dr. Gauri Mishra, DrRanjanaKaul, DrBrati Biswas
5. *On Writing Well*. William Zinsser. Harper Resource Book. 2001
6. *Study Writing.* Liz Hamp-Lyons and Ben Heasly. Cambridge University Press. 2006.

BTHU104/18 English Practical/Laboratory

Course Outcomes:

- The objective of this course is to introduce students to the theory, fundamentals and tools of communication.
- To help the students become the independent users of English language.
- To develop in them vital communication skills which are integral to personal, social and professional interactions.
- The syllabus shall address the issues relating to the Language of communication.
- Students will become proficient in professional communication such as interviews, group discussions and business office environments, important reading skills as well as writing skills such as report writing, note taking etc.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

Interactive practice sessions in Language Lab on Oral Communication

- Listening Comprehension
- Self Introduction, Group Discussion and Role Play

Common Everyday Situations: Conversations and Dialogues

- Communication at Workplace
- Interviews
- Formal Presentations
- Monologue
- Effective Communication/ Mis- Communication
- Public Speaking

Recommended Readings:

1. *Fluency in English* - Part II, Oxford University Press, 2006.
2. *Business English*, Pearson, 2008.
3. Practical English Usage. Michael Swan. OUP. 1995.
4. *Communication Skills*. Sanjay Kumar and PushpLata. Oxford University Press. 2011.
5. *Exercises in Spoken English*. Parts. I-III. CIEFL, Hyderabad. Oxford University Press

HVPE 101-18 Human Values, De-addiction and Traffic Rules

Course Objective

This introductory course input is intended

a. To help the students appreciate the essential complementarily between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity which are the core aspirations of all human beings.
b. To facilitate the development of a Holistic perspective among students towards life, profession and happiness, based on a correct understanding of the Human reality and the rest of Existence. Such a holistic perspective forms the basis of Value based living in a natural way.
c. To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually satisfying human behavior and mutually enriching interaction with Nature.

Thus, this course is intended to provide a much needed orientational input in Value Education to the young enquiring minds.

Course Methodology

- The methodology of this course is universally adaptable, involving a systematic and rational study of the human being vis-à-vis the rest of existence.
- It is free from any dogma or value prescriptions.
- It is a process of self-investigation and self-exploration, and not of giving sermons. Whatever is found as truth or reality is stated as proposal and the students are facilitated to verify it in their own right based on their Natural Acceptance and Experiential Validation.
- This process of self-exploration takes the form of a dialogue between the teacher and the students to begin with, and within the student himself/herself finally.
- This self-exploration also enables them to evaluate their pre-conditionings and present beliefs.

Content for Lectures:

Module 1: Course Introduction - Need, Basic Guidelines, Content and Process for Value Education [6]

1. Understanding the need, basic guidelines, content and process for Value Education
2. Self Exploration–what is it? - its content and process; 'Natural Acceptance' and Experiential Validation- as the mechanism for self exploration
3. Continuous Happiness and Prosperity- A look at basic Human Aspirations
4. Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority
5. Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
6. Method to fulfill the above human aspirations: understanding and living in harmony at various levels

Module 2: Understanding Harmony in the Human Being - Harmony in Myself!
[6]

7. Understanding human being as a co-existence of the sentient 'I' and the material 'Body'
8. Understanding the needs of Self ('I') and 'Body' - *Sukh* and *Suvidha*
9. Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer)
10. Understanding the characteristics and activities of 'I' and harmony in 'I'
11. Understanding the harmony of I with the Body: *Sanyam* and *Swasthya*; correct appraisal of Physical needs, meaning of Prosperity in detail
12. Programs to ensure *Sanyam* and *Swasthya*
    - Practice Exercises and Case Studies will be taken up in Practice Sessions.

Module 3: Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship
[6]

13. Understanding harmony in the Family- the basic unit of human interaction
14. Understanding values in human-human relationship; meaning of *Nyaya* and program for its fulfillment to ensure *Ubhay-tripti*;
    Trust (*Vishwas)* and Respect (*Samman)* as the foundational values of relationship

15. Understanding the meaning of *Vishwas*; Difference between intention and competence
16. Understanding the meaning of *Samman*, Difference between respect and differentiation; the other salient values in relationship
17. Understanding the harmony in the society (society being an extension of family): *Samadhan, Samridhi, Abhay, Sah-astitva* as comprehensive Human Goals
18. Visualizing a universal harmonious order in society- Undivided Society (*Akhand Samaj),* Universal Order (*Sarvabhaum Vyawastha)*- from family to world family!
    - Practice Exercises and Case Studies will be taken up in Practice Sessions.

Module 4: Understanding Harmony in the Nature and Existence - Whole existence as Co-existence [4]

19. Understanding the harmony in the Nature
20. Interconnectedness and mutual fulfillment among the four orders of nature-recyclability and self-regulation in nature
21. Understanding Existence as Co-existence (*Sah-astitva*) of mutually interacting units in all-pervasive space
22. Holistic perception of harmony at all levels of existence
    - Practice Exercises and Case Studies will be taken up in Practice Sessions.

Module 5: Implications of the above Holistic Understanding of Harmony on Professional Ethics
[6]

23. Natural acceptance of human values
24. Definitiveness of Ethical Human Conduct
25. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
26. Competence in professional ethics:

    a) Ability to utilize the professional competence for augmenting universal human order,

    b) Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems,

    c) Ability to identify and develop appropriate technologies and management patterns for above production systems.

27. Case studies of typical holistic technologies, management models and production systems
28. Strategy for transition from the present state to Universal Human Order:

    a) At the level of individual: as socially and ecologically responsible engineers, technologists and managers

    b) At the level of society: as mutually enriching institutions and organizations

Text Book

R R Gaur, R Sangal, G P Bagaria, 2009, *A Foundation Course in Value Education*.

Reference Books

1. Ivan Illich, 1974, *Energy & Equity*, The Trinity Press, Worcester, and HarperCollins, USA
2. E.F. Schumacher, 1973, *Small is Beautiful: a study of economics as if people mattered*, Blond & Briggs, Britain.
3. A Nagraj, 1998, *Jeevan Vidya ek Parichay*, Divya Path Sansthan, Amarkantak.
4. Sussan George, 1976, *How the Other Half Dies*, Penguin Press. Reprinted 1986, 1991
5. PL Dhar, RR Gaur, 1990, *Science and Humanism*, Commonwealth Purblishers.
6. A.N. Tripathy, 2003, *Human Values*, New Age International Publishers.
7. Subhas Palekar, 2000, *How to practice Natural Farming*, Pracheen(Vaidik) Krishi Tantra Shodh, Amravati.
8. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, *Limits to Growth – Club of Rome's report*, Universe Books.
9. E G Seebauer & Robert L. Berry, 2000, *Fundamentals of Ethics for Scientists & Engineers* , Oxford University Press
10. M Govindrajran, S Natrajan & V.S. Senthil Kumar, *Engineering Ethics (including Human Values)*, Eastern Economy Edition, Prentice Hall of India Ltd.
11. B P Banerjee, 2005, *Foundations of Ethics and Management*, Excel Books.

12. B L Bajpai, 2004, *Indian Ethos and Modern Management*, New Royal Book Co., Lucknow. Reprinted 2008.

Relevant CDs, Movies, Documentaries & Other Literature:

1. Value Education website, *http://uhv.ac.in*

2. Story of Stuff, *http://www.storyofstuff.com*

3. Al Gore, *An Inconvenient Truth*, Paramount Classics, USA

4. Charlie Chaplin, *Modern Times*, United Artists, USA

5. IIT Delhi, *Modern Technology – the Untold Story*

AECC

HVPE 102-18 Human Values, De-addiction and Traffic Rules (Lab/Seminar)

One each seminar will be orgnizied on Drug De-addiction and Traffic Rules. Eminent scholar and experts of the subject will be called for the Seminar atleast once during the semester. It will be binding for all the students to attend the seminar.

BMPD102-18 Mentoring and Professional Development

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.
For achieving the above, suggestive list of activities to be conducted are:

Part – A (Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B (Outdoor Activities)

1. Sports/NSS/NCC
2. Field project.
3. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Note: Evaluation shall be based on rubrics for Part – A & B.
Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

BBA 201-18 Business Statistics

Course Objective: Course Objective: The objective of the course on Business Statistics is to familiarize students with the basic statistical tools used to summarize and analyze quantitative information for decision making. Analysis of numbers is required for taking decisions related to every aspect of business.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: To learn the basic concepts like statistics and calculation of arithmetic mean, median and mode and partition values.

CO2: To understand the calculation of moments, skewness and kurtosis and determining whether the given distribution is normal or not.

CO3: To be acquainted with prerequisite knowledge required to understand the Probability and applications of probability theory.

CO4: To understand the concept of correlation regression analysis and their applications.

CO5: To apply the learnt techniques in statistical testing and their applications.

Unit I

Introduction to Statistics: Meaning, Definitions, Features of statistics, Importance, Functions, Scope and Limitations of Statistics.
Data Collection: Sources of Primary and Secondary data. Presentation of Data. Frequency distribution.

Sampling Concepts: Meaning of Population and Sample, Parameters and Statistics, Descriptive and Inferential Statistics, Probability and Non Probability Sampling Methods including Simple Random Sample, Stratified Sampling, Systemetic Sampling, Judgement Sampling and Convenience Sampling.

Unit II

Measures of Central Tendency: Mathematical averages including arithmetic mean, geometric mean and harmonic mean, properties and applications. Positional Averages: Mode and median (and other partition values including quartiles, deciles and percentile. Graphic presentation of measures of central tendency.

Measures of Variation: Absolute and relative measures. Range, quartile deviation, mean deviation, standard deviation and their coefficients. Properties of Standard Deviation and Variance.

Sampling Distribution: Concept of Sampling Distribution,Formulation of Sampling Distribution of Mean and Sampling distribution of statndard deviation/Variance.

Unit III

Simple Correlation Analysis: Meaning of Correlation, Simple, multiple and partial, linear and non linear correlation, correlation and causation, scatter diagram, pearson's correlation coefficient and Rank Correlation.

Simple Regression Analysis: Meaning of Regression,Principle of least square and regression analysis,Calculation of regression coefficient,properties of regression coefficient,Relationship between correlation and regression coefficient.

Unit IV

Theory of Probability: Meaning of Probility, Approaches to the calculation of probabability, calculation of event probabbilities, Addition and Multiplication, Laws of Probabbility (Proof not required), Conditional Probability and Bayes' Theorem (Proof not required).

Probabability Distribution: Binomial Distribution:Prbabability Distribution function,Constants,Shape ,Fitting of Binomial Distribution, Poission Distribution:Probbability Function (including Poission approximation to binomial distribution) Constatnts,Fitting of Poission Distribution, Normal Distribution:Probabability Distribution Function,Properties of Normal Curve,Calculation of Probababilities.

Suggested Readings:

1. Levin, Richard and David S. Rubin. "*Statistics for Management*". Prentice Hall of India, New Delhi.

2. Chandan, J.S., "*Statistics for Business and Economics*", Vikas Publishing House Pvt. Ltd.

3. Render, B. and Stair, R. M. Jr., "*Quantitative Analysis for Management*", Prentice–Hall of India, New Delhi.

4. Gupta C B, Gupta V, "*An Introduction to Statistical Methods*", Vikas Publications.

5. Siegel, Andrew F, *Practical Business Statistics.* International Edition, McGraw Hill

6. Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. and Levine, D.M., *Business Statistics: A First Course,* Pearson Education.

BBA202-18 Business Environment

Course Objective: The objective of this paper is to acquaint students with the issues of business environment in which corporate sector has to operate. It will also familiarize them with the techniques available for scanning and monitoring the environment. It also aims at providing some basic knowledge about international environment pertaining to business.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: To Identify and evaluate the complexities of business environment and their impact on the business.

CO2: To analyze about the relationships between Government and business and understand the political, economic, legal and social policies of the country **.**

CO3: To understand the current economic conditions in developing emerging markets, and evaluate present and future opportunities.

CO4: To be acquainted with prerequisite knowledge required to understand the Probability and applications of probability theory.

CO5: To understand the concept of the Industrial functioning and strategies to overcome challenges in competitive markets.

Unit I

Introduction to Business Environment: Nature and Significance Business Environment. Components of Business Environment, Techniques of Environment Scanning. **Economic Environment of Business**: Economic Systems. Economic Planning in India, Brief idea of Industrial Policy, Fiscal policy, Monetary policy and EXIM policy.

Unit II

Political and Legal Environment of Business: Three political institutions: Legislature, Executive and Judiciary. Foreign Exchange Management Act (FEMA), Consumer Protection Act. Introduction to Liberalization, Privatization and Globalization: Factors facilitating and impeding globalization in India.

Unit III

Socio- Cultural Environment: Critical elements of socio-cultural Environment. Social responsibility of business. Business Ethics and Corporate Social Responsibility. **Public Sector-**Changing Role of Public Sector - Relevance of public sector – Public Sector reforms. Regulatory framework with reference to Banking and Security Market. Technological Environment.

Unit IV

International Business Environment: Multinational Corporations-Benefits and Problems. Mergers and acquisitions - reasons - trends - Advantages and Disadvantages.WTO ,Consequences of WTO for India. IMF. Regional Groupings.

SUGGESTED READINGS:

- Aswathappa, K : Essentials of Business Environment-Text, Cases and Exercises - Himalya Publishing House(13th Revised Edition-2016)
- Cherunilam, Fransis– Business Environment- Text and Cases ,Himalya Publishing House Pvt. Ltd.(20th Edition-2011)
- Paul, Justin-Business Environment- Text and Cases-McGraw Hill Education (India) Private Limited.(4th Revised Edition-2018)
- Ramachandara, Archana and Ravi-Business Environment. Himalya Publishing House Pvt. Ltd.(New Edition-2017)
- Sheikh, Saleem and Sahu Jayadev, Business Environment, Pearson.

BBAGE 201-18 Managerial Economics-II

Course Objective: This course aims to acquaint students with economy as a whole including measurement of national income, inflation and unemployment, which an objective to inculcate understanding of macroeconomic environment of an economy for better decision making.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Explain the concept of national income and its measurement using different approaches.

CO2: Describe the underlying theories of demand and supply of money in an economy.

CO3: Make use of employment and national income statistics students will be able to describe and analyze the economy in quantitative terms.

CO4: Interpret macroeconomic issues like money, inflation and unemployment.

CO5: Identify the phases of the business cycle and the problems caused by cyclical fluctuations in the market economy.

Unit I

National Income: Measuring National Income. Problems in the measurement of National Income. **Theories of Money**: Nature and functions of money – Types of money: Near money, inside money and outside money. Theories of demand for money – defining demand for money – Classical theories of demand for money – Friedman's re-statement of Quantity Theory of Money; Liquidity preference theory and Keynesian Liquidity Trap. Theories of Supply of money; Defining supply of money; Measuring supply of money.

Unit II

Theories of Inflation and Unemployment: Meaning, Types and Theories of Inflation. - Cost of inflation and sacrifice ratio. - Measurement of Inflation in India - Policies to control inflation Meaning and types of unemployment. - Cost of unemployment and Oakun's Law Measurement of unemployment in India. - Concept of Stagflation - Concept of Philips Curve.

Unit III

Business cycle: Meaning, types and phases. **Monetary, Fiscal and Income policy** – Meaning and instruments. **Multiplier:** Concept, Features and Leakages. Foreign trade multiplier.

Unit IV

Macro-economic Framework in Indian Economy–Public Finance–Tax system in India–Financial Administration: Finance Commission.

SUGGESTED READINGS:

1. Ahuja,H.L.(2015) *Macroeconomics-Theory and Policy*. New Delhi: Sultan Chand.

2. Jhingan, M.L. (2016) Macro *Economic Theory*. Delhi: Vrinda Publications Pvt. Ltd

3. Dwivedi, D.N.(2017)*Macroeconomics: Theory and Practice: Theory & Practice.* NewDelhi: McGraw Hill.

4. Jain, T.R., Khanna, O.P.(2014) Managerial Economics: V.K. Publications

5. Dewett, K.K., Navalur, M.H., (2006) Modern Economic Theory: New Delhi: Sultan Chand.

AECC
EVS102-18 Environment Studies

Course Outcomes:

1. Students will enable to understand environmental problems at local and national level through literature and general awareness.

2. The students will gain practical knowledge by visiting wildlife areas, environmental institutes and various personalities who have done practical work on various environmental Issues.

3. The students will apply interdisciplinary approach to understand key environmental issues and critically analyze them to explore the possibilities to mitigate these problems.

4. Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world

UNIT-1: Introduction to Environmental Studies
Multidisciplinary nature of Environmental Studies: Scope & Importance
Need for Public Awareness

UNIT-2: Ecosystems
Concept of an Ecosystem: Structure & functions of an ecosystem (Producers, Consumers & Decomposers)
Energy Flow in an ecosystem: Food Chain, Food web and Ecological Pyramids
Characteristic features, structure & functions of following Ecosystems:

- Forest Ecosystem
- Aquatic Ecosystem (Ponds, Lakes, River & Ocean)

UNIT-3: Natural Resources

Renewable & Non-renewable resources
Forest Resources: Their uses, functions & values (Biodiversity conservation, role in climate change, medicines) & threats (Overexploitation, Deforestation, Timber extraction, Agriculture Pressure), Forest Conservation Act
Water Resources: Their uses (Agriculture, Domestic & Industrial), functions & values, Overexploitation and Pollution of Ground & Surface water resources (Case study of Punjab), Water Conservation, Rainwater Harvesting,

Land Resources: Land as a resource; Land degradation, soil erosion and desertification

Energy Resources: Renewable & non-renewable energy resources, use of alternate energy resources (Solar, Wind, Biomass, Thermal), Urban problems related to Energy

UNIT-4: Biodiversity & its conservation
Types of Biodiversity: Species, Genetic & Ecosystem
India as a mega biodiversity nation, Biodiversity hot spots and biogeographic regions of India
Examples of Endangered & Endemic species of India, Red data book

UNIT-5: Environmental Pollution & Social Issues

Types, Causes, Effects & Control of Air, Water, Soil & Noise Pollution
Nuclear hazards and accidents & Health risks
Global Climate Change: Global warming, Ozone depletion, Acid rain, Melting of Glaciers & Ice caps, Rising sea levels
Environmental disasters: Earthquakes, Floods, Cyclones, Landslides

UNIT-6: Field Work

Visit to a National Park, Biosphere Reserve, Wildlife Sanctuary
Documentation & preparation of a Biodiversity (flora & fauna) register of campus/river/forest
Visit to a local polluted site : Urban/Rural/Industrial/Agricultural
Identification & Photography of resident or migratory birds, insects (butterflies)
Public hearing on environmental issues in a village

Suggested Readings:

1. Bharucha, E. Text Book for Environmental Studies. University Grants Commission, New Delhi.
2. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
3. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India, Email:mapin@icenet.net (R)
4. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
5. Clark R.S., Marine Pollution, Clanderson Press Oxford (TB)
6. Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumabai, 1196p
7. De A.K., Environmental Chemistry, Wiley Eastern Ltd.
8. Down to Earth, Centre for Science and Environment (R)
9. Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
10. Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
11. Heywood, V.H & Waston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
12. Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p.
13. Mckinney, M.L. & School, R.M. 1996. Environmental Science systems & Solutions, Web enhanced edition. 639p.
14. Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB)
15. Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)

16. Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p

17. Rao M N. & Datta, A.K. 1987. Waste Water treatment. Oxford & IBH Publ. Co. Pvt. Ltd. 345p.

18. Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut

19. Survey of the Environment, The Hindu (M)

20. Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science (TB)

21. Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB)

22. Wanger K.D., 1998 Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p

BMPD202-18 Mentoring and Professional Development

Guidelines regarding Mentoring and Professional Development
The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.
For achieving the above, suggestive list of activities to be conducted are:

Part – A (Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B (Outdoor Activities)

4. Sports/NSS/NCC
5. Field Project
6. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Note: Evaluation shall be based on rubrics for Part – A & B.
Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

BBA 301- Organizational Behaviour

Course Objective: This course emphasizes the importance of human capital in the organizations of today. It gives an insight to the students regarding individual and group behaviour in any organization**.**

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1- To explain the basics of Orgnaizational behaviour and various challenges for OB.
CO2- To illustrate the foundations of Individual Behaviour and various factors influencing individual behaviour viz. learning, personality, perception, attitude and motivation.
CO3: To examine the dynamics of group development and group properties.
CO4: To understand various dimensions of organisational culture.
CO5: To analyse the process of conflict management and approaches to stress management.

Unit I
Introduction: Meaning of organizational behaviour and its relevance in today's business environment, contributing disciplines to Organization Behaviour, challenges and opportunities for OB.
Individual behaviour in organization: Foundations of individual behaviour, Factors influencing Individual Behaviour.
Learning: Meaning, characteristics and theories: Classical conditioning theory, operant conditioning theory, social learning theory, behaviour modification.

Unit II

Perception: Nature, importance, perceptual process, factors influencing perception, perceptual errors.
Attitude: Meaning, importance, components and types of work related attitude.
Personality: Meaning, determinants of personality, personality traits.
Motivation: Meaning, types of motivation, theories of work motivation given by Maslow, Herzberg, McGregor, Vroom and Porter – Lawler.

Unit III
Group behaviour in organization: Group dynamics, Types of groups, Group development, theories of group development, Group norms and roles, Group cohesiveness,
Work Teams: Meaning, characteristics, types of team, Creating effective team.
Leadership: nature, leadership styles, Leadership theories: trait theory and behavioural theories.

Unit IV
Conflict Management: Meaning, types and sources of conflict, Process of conflict management, approaches to conflict management.
Stress management: sources of stress, approaches for stress management.

Organizational culture: meaning, concept, types of culture, dimensions of organizational culture.

Suggested Readings/ Books:

- Robbins, *Organization Behaviour*, Pearson Education Asia
- Luthans, *Organization Behaviour*, Tata McGraw Hill
- Newstrom, *Organizational Behaviour: Human Behaviour at Work*, Tata McGraw Hill
- L.M. Prasad, *Organisation Behaviour*, Sultan Chand
- Parikh, Gupta, *Organisational Behaviour*, Tata McGraw Hill
- Aswathappa, *Organization Behaviour*, Himalaya

BBA 302- Marketing Management

Course Objective: Marketing is one of the foremost functions of Management in present day corporate world, its understanding results in developing best products in terms of goods and services that brings consumer satisfaction. This course will imbibe the basic understanding among the students to become successful marketers.

Course Outcomes (COs): After completion of the course, the students shall be able to:
CO1: Explain the basics of marketing, selling, marketing mix and its core concepts.
CO2: Describe the intricacies of the marketing environment and marketing information systems for effective marketing planning and strategies.
CO3: Develop necessary skills for effective market segmentation, targeting and positioning.
CO4 – Illustrate various components of product mix, product life cycle and comprehend the new product development process.
CO5– Develop an understanding of promotion mix and strategies for successful promotion

Unit I

Marketing: Nature and Scope of Marketing, customer needs, wants and demand. Various Marketing Concepts: production, product, selling, marketing and societal marketing, Analyzing marketing environment: micro, macro environment

Unit II

Market segmentation: Need, concept, nature, basis and strategies, mass marketing vs. Segmentation.
Marketing mix: 4Ps of products and 7Ps of services, components and factors affecting mix.

Unit III

Product decisions: Product definition, new product development process, and product life cycle, positioning, branding, packaging and labeling decisions.
Pricing decisions: importance, objectives, designing strategies, Pricing Techniques

Unit IV

Distribution: Types of channel, factors affecting decision, Designing and Managing Marketing Channel, Managing Retailing, physical distribution system and its components.
Product Promotion: promotion mix-introduction, importance, advantages and disadvantages of various components and factors affecting. Designing and managing Integrated Marketing Communications.

Suggested Readings:

1.Kotler,P., Keller, K.L. Koshy, A. and Jha, M., Marketing Management: A South Asian Perspective, Pearson Education.
2. Etzel, M., Walker, B., Stanton, W. and Pandit, A Marketing Management, Tata McGraw Hill.
3. Ramaswamy, V.S and Namakumari, S. Marketing Management: Global Perspective Indian Context, Macmillan Publishers India Ltd.
4. Saxena, Rajan, Marketing Management, Fourth Edition, Tata McGraw Hill Education Pvt. Ltd.

BBA 303-18 COST AND MANAGEMENT ACCOUNTING

Course Objective: To impart the students, knowledge about the use of financial, cost and other data for the purpose of managerial planning, control and decision making.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Understand and differentiate between Cost accounting and management accounting.

CO2: Make managerial decisions regarding make or buy, acceptance or rejection of export offers and continuation or shut down of plant.

CO3: Estimate the breakeven point of the firm.

CO4: Understand and apply the concepts of budgetary control for better decision-making.

CO5: Understand and estimate material, labour, overheads and sales variances for comparing planned with actual results.

Unit – I

Introduction: Meaning, Objectives, Nature and Scope of management accounting, Difference between cost accounting and management accounting, Cost control and Cost reduction, Cost management.

Ratio Analysis: Meaning–Nature, different types of ratios, their uses and limitations, computation of various types of ratios – liquidity ratios, solvency ratios, profitability ratios, turnover ratios

Unit – II

Analysis and Interpretation of financial Statements: Meaning- Types and Methods of Financial Analysis – Comparative statements – Trend Analysis – Common size statements.

Standard Costing: Standard Costing and Variance Analysis: Meaning of standard cost and standard costing, advantages, limitations and applications. Variance Analysis – material, labour, overheads and sales variances.

Unit – III

Budgetary Control: Budgeting and Budgetary Control: Concept of budget, budgeting and budgetary control, objectives, merits, and limitations. Budget administration. Functional budgets. Fixed and flexible budgets. Zero base budgeting.

Unit – IV

Marginal Costing: Absorption versus Variable Costing: Distinctive features and income determination. Cost-Volume-Profit Analysis, Profit / Volume ratio. Break-even analysis-algebraic and graphic methods, Margin of safety, Key factor, determination of cost indifference point.

Suggested Readings:

- Horngren, C. T., Sundem, G. L., Stratton, W. O., Burgstahler, D., & Schatzberg, J. (2011). *Introduction to management accounting*. Pearson Education International.
- Anthony A. Atkinson, Robert S. Kaplan, Ella Mae Matsumura, S. Mark Young. (2006). *Management Accounting*. Dorling Kindersley(India) Pvt. Ltd.
- Singh, Surender. (2016). *Management Accounting*. Scholar Tech Press, New Delhi.
- Garrison H., Ray and Eric W. Noreen. (2016). *Managerial Accounting*. McGraw Hill.
- Goel, Rajiv. (2013). *Management Accounting*. International Book House,
- Arora, M.N. (2012). *A Textbook of Cost and Management Accounting*. Vikas Publishing House, New Delhi.
- Maheshwari, S.N. and S.N. Mittal. (2017). *Management Accounting*. Shree Mahavir Book Depot, New Delhi.

BBA- 304 Production and Operations Management

Course objective: The course aims at developing knowledge about various steps of product, design, development, plant location, storage, production planning and control.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Understand ever growing importance of Production and Operations management in uncertain business environment.
CO2: Gain an in-depth understanding of resource utilization of an organization.
CO3: Appreciate the unique challenges faced by firms in services and manufacturing.
CO4: Understand the subject as a crucial part of functional management.
CO5: Develop skills to operate competitively in the current business scenario.

UNIT I

Operations management: Concept, Functions. Product Design and development – Product design and its characteristics: Product development process (Technical): Product development techniques .Process selection- Project, job, Batch, Mass and Process types of Production Systems.

UNIT - II

Facility Location – importance, Factors in Location Analysis: Location Analysis Techniques.
Facility Layout – Objectives: Advantages: Basic types of layouts. Capacity Planning – Concepts: Factors Affecting Capacity Planning, Capacity Planning Decisions. Production Planning & Control (PPC) –Concepts, Objectives, Functions.

UNIT – III

Introduction to modern productivity techniques – just in time, Kanban system. Total Quality Management & six sigma.
Functions of Purchasing Management – Objectives, Functions: Methods: Procedure. Value analysis – Concepts. Stock control systems. Virtual factory concept.

UNIT – IV

Inventory Management – Concepts, Classification: Objectives: Factors Affecting Inventory Control Policy: Inventory costs: Basic EOQ Model: Re-order Level: ABC Analysis. Quality Management - Quality Concepts, Difference between Inspections, Quality Control, Quality Assurances, Total Quality Management: Control Charts: acceptance sampling.

Suggested Readings:

1. Nair, Production & Operations management, 1st Edition, Tata McGraw Hill
2. Adam and Eben, Production & Operations management, 5th Edition, Prentice Hall, India.
3. Krajewski &Ritzman, Operations Management, 5th Edition, Pearson Education.
4. Buffa & Sarin, Modern Production/Operations Management, 8th Edition, John Wiley
5. Chary, Production & Operations Management, 2nd Edition, Tata McGraw

BBA- SEC 301 IT Tools for Business

Course Objective: The purpose of this course is to provide a through exposure to the operating and office management tools available in different packages. A student can be exposed to the working knowledge of Windows based operating systems and software packages such as Windows-95, 98, 2000-Professional, windows -XP and MS -Office.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Develop understanding of computer fundamentals, functions and their classifications
CO2: Develop a clear understanding and knowledge about the functioning of a Computer software and window operating system
CO3: Demonstrate proficiency in Microsoft word & Excel.
CO4: Apply formatting and editing features to enhance worksheets.
CO5: Use styles, themes, and conditional formats to customize worksheets.

Unit –I

Computer Fundamentals: Data, Instruction and Information, Characteristics of Computers, Various fields of application of Computers, Input-output Devices (Hardware, Software, Human ware and Firmware) Advantages and Limitations of Computer, Block Diagram of Computer, Function of Different Units of Computer, Classification of Computers. Data Representation: Different Number System (Decimal, Binary, Octal and hexadecimal) and their Inter Conversion.

Unit –II

Computer Software: Types of Software, Application software and system software, Compiler and Interpreter, Generations of languages, Low- and High-Level Languages. Computer Memory: Primary Memory & Secondary memory. Storage Media. **Introduction to Windows Operating System:** All Directory Manipulation: Creating Directory, Sub Directory, Renaming, Coping and Deleting the Directory File Manipulation: Creating a File, Deleting, Coping, renaming a File Using accessories such as calculator, paint brush, CD player, etc

Unit –III

MS-Word: History, Creating, Saving, Opening, Importing, Exporting and Inserting document, Formatting pages, Alignment, Paragraphs and Sections. Indents and Outdents, creating lists and numberings Formatting Commands: Headings, Styles, Fonts and Size

editing, Viewing Text, Finding and Replacing text, Headers and Footers, Inserting page breaks, Page numbers, Special Symbols and Dates Mail merge, Preview and Printings command.

MS-PowerPoint: History, Creating, Saving, Opening, existing presentation, Creating and Saving a Presentation using Auto Content Wizard, Design Template, Blank Presentation the Slide Sorter View, Slide Show, Inserting pictures and graphics and Printing Slides.

Unit –IV

MS-Excel: Introduction, Components of Excel History, Creating, Saving, Opening, Spreadsheet, Formatting numbers and Text, Graph and Chart Formatting Commands, Menu Bar, Toolbars, Producing Charges, Protecting Cell Macro and Printing Operation, Spell Checking, Cell Editing, Calculation of various Financial and Statistical Functions using Formulas.

Note: Relevant Case Studies should be discussed in class.

Suggested Readings:

- Ram, B.(2018).*Computer Fundamentals Architecture and Organization.* New Delhi: Age Publications
- Sinha, P.K. and Sinha, P. (2017).*Foundation of computing*. New Delhi: BPB Publications.
- Arora, A.(2015) *Computer fundamentals and applications*. Vikas Publishing.
- Rajaraman, V.(2014).*Fundamentals of Computers.* Delhi: Prentice-Hall.
- Roger,J. (2010).*MicrosoftAccess2010*.Delhi:PearsonEducation.
- Forouzan,(2009).*Basics of Computer Science.* India: Cengage Learning
- Levi, D.S., Kaminsky, P. (2007) Designing and Managing the Supply Chain. McGraw Hill
- Turban, E., Aronson JE., Liang, TP. (2005). *Decision Support Systems and Intelligent Systems* (7th Edition). Pearson Publishers.

BMPD302-18 Mentoring and Professional Development

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.
For achieving the above, suggestive list of activities to be conducted are:

Part – A
(Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B
(Outdoor Activities)

7. Sports/NSS/NCC
8. Field project.
9. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Note: Evaluation shall be based on rubrics for Part – A & B.
Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

BBA 401 Business Research Methods

Course Objective: The course aims at equipping students with an understanding of the research process, tools and techniques in order to facilitate managerial decision making.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Explain the objectives and process of conducting research and its application in business.
CO2: Analyse the different types of research design and experimental errors.
CO3: Understand various techniques of sampling and methods of data collection.
CO4: Examine different types of scales and appraise about data preparation and analysis.
CO5: Identify and prepare various types of reports.

UNIT I
Research Methodology: definition, objectives, scope in management research, process of Research and limitations.
Research Design: Formulating the Research Problem, Choice of Research Design, Types of Research Design, Sources of Experimental Errors
UNIT II
Sampling: Advantages and Limitation of Sampling, Sampling process, Types of Sampling: Non-
probability sampling techniques, Probability sampling techniques, Sampling and non sampling
errors. **Data collection**: primary, secondary data collection, observation methods and survey method:

UNIT III
Measurement Concept, Levels of measurement—Nominal, Ordinal, Interval and Ratio
Attitude Measurement: Comparative scaling techniques, Non-comparative scaling techniques,
Questionnaire Designing: Types, Guidelines for developing a good questionnaire

UNIT IV
Data Preparation And Analysis: Editing, Coding, Cross Tabulation and Practices through Excel (Basic Concepts)
Report Writing: Types of Research Reports, Guidelines for Writing a Report, Report Format,
Guidelines for evaluating a report.

Suggested Readings:

1. K.V. Rao : Research Methodology, Sterling Publishers,
2. Srivastava and Rego : Business Research Methodology Tata McGraw Hill
3. Rajinder Nargundhkar : Marketing Research, Tata McGraw Hill
4. Cooper and Schindler, Business Research Methods, Tata McGraw Hill
5. C.R. Kothari : Research Methodology, New Age International Publishers

BBA 402 Human Resource Management

Course Objective: To provide an in-depth overview of the field of HRM, what are the roles and responsibilities of HR professionals how the primary functions affect the broader business strategy.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1- To explain the basics of Human Resource Management and analyse the evolution of HRM.
CO2: To appraise various functions of HRM that facilitate employee hiring viz. human resource planning, job analysis recruitment and selection.
CO3: To understand the role of training, development, career planning and performance appraisal functions in human resource development.
CO4: To analyse the functions of compensation management namely, wages and salary administration, incentives and fringe benefits.
CO5: To comprehend the meaning and concept of Industrial relations.

Unit I

Nature, scope, role and importance of HRM. New trends in HRM due to globalization deregulation and technological advancements, HRM practices in India, issues and challenges. Human Resource Planning: Meaning, factors affecting HRP, Human Resource Planning process.

Unit II

Job analysis: steps in analysing job and introduction to methods of collecting job analysis information, Job description, job specification. Job design: job simplification, job rotation, job enrichment and job enlargement.
Recruitment: sources of recruitment, policies and procedure of recruitment. Selection process,
testing and interviews, Placement and induction.

Unit III

Training and Development: Identification of training needs, process of training and methods of training and development.
Career planning and development: career life cycle, process of career planning and development.

Unit IV

Performance appraisal: Meaning, process of performance appraisal, methods and problems of performance appraisal.
Compensation Management- Wage & Salary Administration: Meaning & Concept of Wage & Salary Administration, Elements & Methods of Wage & Salary, Incentive Plans & Fringe Benefits.
Industrial Relations: Meaning & Concept of Industrial Relations.

Suggested Readings:

1. Monnappa and Saiyadan, *Personnel Management*, Tata Mcgraw Hill.
2. Dessler, Garg, *Human Resource Management*, Pearson education.
3. C.B. Memoria *Personal Management* Himalaya
4. K. Aswathappa *Human Resource Management* Tata McGrawHill
5. Rao V.S.P. *Human Resource Management*, Excel books

BBA 403 Financial Management

Course Objective: To develop a conceptual clarity and basic understanding of the fundamentals of corporate finance among the students. Further help them comprehend its practical applicability in the corporate world.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Apply financial data for use in decision making by applying financial theory to problems faced by business enterprises.

CO2: Apply foundational finance theories and to analyse a forecast using relevant data and to conduct preliminary measurement of leverage analysis.

CO3: Apply time value of money techniques to various pricing and budgeting problems.

CO4: Apply modern techniques in capital budgeting analysis.

CO5: Assess dividend policy's impacts on share prices and to understand the implications of Dividend decisions in financial decision making.

Unit I

Financial management -Introduction: Meaning, nature and Scope, Goals of Financial Management-Profit Maximization vs. Wealth Maximization; Finance functions-investment, Financing, Liquidity and dividend decisions. **Sources of finance**-Long term and short term. **Concept of Time Value of Money**-present value, future value, annuity, Present Value of a series of payments.

Unit II

Cost of Capital: Meaning and significance of cost of capital; cost of equity shares; cost of preference shares; cost of debt, weighted average cost of capital. **Form of Capital:** Introduction to Capital Structure; theories- NI approach; NOI approach; MM approach; Traditional approach, determinants of capital structure. **Operating and Financial Leverage:** Measurement of leverages; Financial and operating leverage, combined leverage

Unit II

Investment Decision Making: Meaning, importance, nature of investment decisions. Investment evaluation criteria, **Capital budgeting Techniques-Non-discounted cash flow-** Pay back methods; Post Payback period; Accounting rate of return method, **Discounted cash flow techniques**-Net Present value method; Internal rate of return method; Profitability index method.

Unit IV

Working Capital: Meaning, significance, types, approaches, Factors affecting working capital management capital. **Dividend Policies:** Issues in dividend decisions. Forms of dividend- Theories of relevance and irrelevance of dividends.

Suggested Readings:

I. Khan, M. Y. and Jain P. K.(2011),"Financial Management, Text, Problems & Cases", Tata McGraw Hill Company, New Delhi.

II. Pandey, I.M.(2015), "Essentials of Financial Management", 4th Edition, Vikas Publishing House Pvt. Ltd., New Delhi.

III. Maheshwari, S.N.(2019), "Financial Management – Principles & Practice", 15th Edition, Sultan Chand & Sons, New Delhi.

IV. Rustagi,Dr.R.P.(2017), "Basic Financial Management", 8th Edition, Sultan Chand & Sons, New Delhi.

V. Patel, Bhavesh(2014)," Fundamentals of Financial Management", Vikas Publishing House Pvt. Ltd., New Delhi.

BBA GE- 401 Entrepreneurship Development

Course Objective: The objective of the course is to make the student understand the concept and importance of entrepreneurship and facilitate generation of young entrepreneurs.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Describe the concept and theories of entrepreneurship and its role in economic development of nation.
CO2: Develop business plan and identify the reasons of failure of business plans.
CO3: Illustrate the steps in starting MSME.
CO4: Comprehend government policies and regulatory framework available in India to facilitate the process of entrepreneurial development.
CO5: Identify different sources of finance for new enterprises and assess the role of financial institutions and various government schemes in entrepreneurial development.

Unit I
Definition and Concept of Entrepreneurship, Theories of Entrepreneurship, Myths about Entrepreneurship, Entrepreneurial Traits and Motivation, Role of Entrepreneurship in economic development. Types of Entrepreneurs. Barriers in the way of Entrepreneurship. Entrepreneurship Development (ED) Cycle.

Unit II
Creativity and Business Ideas, Blocks to creativity. Business Plans and reasons of failure of business plans. Micro-Small-Medium (MSME) Enterprise – Definition – Characteristics- Objectives- Advantages- Disadvantages-Role in developing countries- Problems- steps for starting- – Government Policies.

Unit III
EDP in India – Phases of Entrepreneurial programs – Government Policies- Administrative Frame work – Policy instruments – Statutory Boards – Industrial Estates –Industrial clusters – Incentives and subsidies – Advantages - Needs & Problems – Promotional agencies. Business Incubators& Start-ups.

Unit IV
Financing Options - Bridge capital, Seed capital assistance, Margin money scheme, Industrial Sickness, Causes-Remedies- An overview on the roles of institutions/schemes in entrepreneurial development- SIDBI, Commercial Banks. Other financing options- venture capital, lease funding, Angel Investors. Revival, Exit and End to a venture.

Suggested Readings:

- Kumar,Arya(2018), “Entrepreneurship”, Pearson, New Delhi.
- Gopal,V.P.Nanda (2015), “Entrepreneurial Development”, Vikas Publishing, New Delhi.
- Desai, Vasant, “Dynamics of Entrepreneurial Development & Management”, Himalaya Publishing House.
- Khanka,S S, Entrepreneurial Development, S.Chand & Co.,New Delhi.

BBA SEC- 401 Business Ethics & Corporate Social Responsibility

Course Objective: This paper aims at providing the students the understanding of ethical issues related to business and good governance necessary for long term survival of business.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Explore the relationship between ethics and business across different cultural traditions
CO2: Understand the relationship between ethics, morals and values in the workplace
CO3: Discuss the moral and social responsibility dimensions of corporate governance.
CO4: Describe models of CSR in India.
CO5: Assess international framework for CSR.

Unit I
Business Ethics: Nature, scope and purpose of ethics, Importance of Ethics & Moral standards; Ethics & Moral Decision Making, Ethical Principles in Business, Markets, Environment, Trade, Consumer Production and Marketing, Finance, HR, Personal Growth and Lessons from Ancient Indian Educational System; Science and Human Values.

Unit-II
Indian Ethos: Need, purpose & relevance of Indian Ethos; Salient feature (Brain Stilling, Total Quality Mind, Intuition, Intellectual rational brain V/s Holistic-Spiritual Brain. Holistic Approach for Managers in Decision Making, Professional ethos and code of professional ethics Human Values, Different meaning of human values: foundational human values – freedom, creativity, love and wisdom, Nature of Human freedom.

UNIT III
Meaning & Definition of CSR, History & evolution of CSR. Concept of Charity, Corporate philanthropy, Corporate Citizenship, CSR-an overlapping concept. Concept of sustainability & Stakeholder Management. CSR through triple bottom line and Sustainable Business; relation between CSR and Corporate governance; environmental aspect of CSR; Chronological evolution of CSR in India; models of CSR in India, Carroll's model; drivers of CSR; major codes on CSR; Initiatives in India.

UNIT IV
International framework for corporate social Responsibility, Millennium Development goals, Sustainable development goals, Relationship between CSR and MDGs. United Nations (UN) Global Compact 2011. UN guiding principles on business and human rights. OECD CSR policy tool, ILO tri-partite declaration of principles on multinational enterprises and social policy.

Suggested Readings:
1. S.S. Iyer - Managing for Value (New Age International Publishers, 2002)
2. S.K. Bhatia - Business Ethics and Managerial Values (Deep & Deep Publications Pvt.Ltd, 2000).
3. Velasquez – Business Ethics – Concepts and Cases (Prentice Hall, 6th Ed.)
4. Reed Darryl – Corporate Governance, Economic Reforms & Development (Oxford).
5. Mathur UC – Corporate Governance & Business Ethics (Mc Millan).
6. Human Values By : Prof. A.N. Tripathi New Age International
7. Corporate Social Responsibility in India - Sanjay K Agarwal
8. Handbook on Corporate Social Responsibility in India, CII.

BMPD402-18 Mentoring and Professional Development

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.
For achieving the above, suggestive list of activities to be conducted are:

Part – A
(Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B
(Outdoor Activities)

10. Sports/NSS/NCC
11. Field project.
12. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Note: Evaluation shall be based on rubrics for Part – A & B.
Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

BBA 501-18-Operation Research

Course objective: This course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in use of quantitative techniques for optimum decision making and to facilitate the students in understanding the need/significance and applications of various techniques of operation research in decision making.

Course Outcomes: After the course the student will be able to:

CO1: Formulate and solve simple and complex optimization problems.

CO2: Formulate and solve transportation and assignment problems for cost minimization.

CO3: Formulate and solve job sequencing and network models.

CO4: Carry out economical replacement analysis for obsolete /worn out industrial equipment.

CO5: Formulate and solve different inventory model problems.

UNIT-I

Introduction: Introduction to Operations Research: Basics definition, scope, objectives, phases, models and limitations of Operations Research.

Linear Programming Problem – Formulation of LPP, Graphical solution of LPP. Simplex Method, Artificial variables, Big-M method, two-phase method, degeneracy and unbound solutions.

UNIT-II

Transportation Problem: Formulation, solution, unbalanced Transportation problem. Finding basic feasible solutions – Northwest corner rule, least cost method and Vogel's approximation method. Optimality test: the stepping stone method and MODI method.

Assignment Model: Formulation, Hungarian method for optimal solution, Solving unbalanced problem, Travelling salesman problem and assignment problem.

UNIT-III

Sequencing Models: Solution of Sequencing Problem, Processing n Jobs through 2 Machines, Processing n Jobs through 3 Machines.

Network Models: PERT & CPM, Introduction, analysis of time bound project situations, construction of net works, identification of critical path, slack and float, crashing of network for cost reduction.

UNIT-IV

Replacement Models: Replacement of Items that deteriorate whose maintenance costs increase with time without change in the money value. Replacement of items that fail suddenly: individual replacement policy, group replacement policy.

Inventory Models: Inventory costs. Models with deterministic demand model (a) demand rate uniform and production rate infinite, model (b) demand rate non-uniform and production rate infinite, model (c) demand rate uniform and production rate finite.

Suggested Readings:

1. Wagner, HM, *Principles of Operations Research*; Prentice Hall.
2. Gupta, PK and Hira, DS, *Operations Research*, S. Chand & Co.
3. Taha, *Introduction to Operation Research*; Pearson.
4. Hiller, F.S. and Libermann, G.I. *Introduction to Operation Research*; Holden Ray.
5. Sharma, J.K. *Operations Research Theory & Applications*; Macmillan India Ltd.
6. Sharma J.K. *Operations Research, Problems and Solutions*; Macmillan India Ltd.

BBA 502-18 Mercantile Law

Course Objective: To provide the brief idea about the framework of Indian business laws. To familiarize students, about the legal aspects of business. Along with these the course aims to familiarize the students with case law studies related to business laws.

Course Outcomes (Cos): After completion of the course, the students shall be able to:
CO1: Understand the applicability of various laws applicable to different business
CO2: Understanding and implementing various contract acts applicable to business
CO3: Learning and understanding the different types of negotiable instruments
CO4: Understanding various acts applicable to partnership firm of business
CO5: Gain knowledge about the applicability of different rights and protective laws for consumers

UNIT- I

Law of Contract: Introduction, kinds of contract, valid, void, voidable, contingent and quasi contract and E contract, Agreement, kinds of agreement, distinguish between Agreement and Contract, offer and acceptance, consideration, capacity of parties, free consent, legality of object, performance and discharge of contract.
Remedies for breach of contract, Indemnity and guarantee. Law of Agency:- Introduction, definitions ,creation of agency ,estoppel, types of agents, authority of an agent .
Bailment and Pledge: Introduction, definitions, rights and duties of bailor and bailee, Pledge, rights and duties of pawnee and pawnor.

UNIT-II

Sale of Goods Act: Introduction, definitions, formation of contract, distinction between 'sale' and 'agreement of sell, distinction between sale and hire purchase agreement, conditions and warranties, difference between transfer of property and possession, right of an unpaid seller, performance of contract of sales

UNIT-III

Negotiable Instruments: Introduction, definitions, characteristics of negotiable instruments, operational rules of Evidence- Presumptions, classification of negotiable instruments, promissory note, cheque, parties of negotiable instrument, negotiation, presentation, discharge and dishonour of negotiable instruments, rules of evidence, banker and drawer.

UNIT-IV

Law of Partnership: Introduction to Partnership Act, definitions, formation, rights, duties, liabilities of partners, dissolution of partnership firm, limited liability partnership, Salient features of RTI Act, Consumer Protection ACT 2019.

Suggested Readings/Books:

- Kapoor N.D., *Elements of Mercantile Law*; Sultan Chand & Sons, New Delhi
- Kuchhal M.C., *Business Law;* Vikas Publications.
- Majumdar A.K. and Kapoor G.K., *Company law* Taxmann publishers
- Akhileshwar P., *Legal Aspects of Business,* Tata McGraw Hill Education.

BBA 511-18 Consumer Behaviour

Course Objective: This course aims at enabling students to understand the various aspects of consumer behaviour, the external and internal factors that influence consumer behaviour and to apply this understanding for the development of marketing strategy.

Course Outcomes: After the completion of course, the students shall be able to:
CO1: Understand the concept of consumer behaviour and the emerging trends.
CO2: Acquire knowledge on factors affecting the behaviour and perception of the consumers.
CO3: Learn and understand the impact of social and cultural setting on consumer behavior.
CO4: Understand the process of consumer decision making.

UNIT I:

Consumer behaviour: nature, scope, and importance & application Consumer buying behaviour: consumer decision making process (five step model), factors affecting buying behaviour, purchase behaviour, buyer's role.
Emerging trends in Consumer Behaviour: Consumer Behaviour in online space. Use of Information technology and AI in consumer profiling and engagement

UNIT II:

Consumer as an individual: Consumer motivation: needs & goals, positive & negative motivation, types & systems of needs hierarchy & trio of needs.
Introduction to Personality: Theories, Product Personality, and Self-Concepts.
Perception: Concept and Elements of Perception, Consumer Imagery. Consumer Attitude with reference to consumer behaviour.

UNIT III:

Consumer in social & cultural setting: Reference groups, concepts, factors affecting reference groups, Family: Functions of family, Family decision making, Family Life Cycle Social class & its measurement.
Culture & sub culture: definition & influence on Consumer Behaviour

UNIT IV:

Consumer Decision Making: Introduction to opinion leadership. Process Diffusion of innovations: Diffusion Process, Adoption Process. **Consumer decision making**, Models of consumer decision (Howard Sheth, Nicosia Model, EngelBlackwell and Kollat)

Suggested Readings:

- Schiffman, L.G. and Kanuk, L.L., *Consumer Behavior*, Prentice Hall of India
- Loudon, D. and Bitta, D., *Consumer Behaviour*, Tata Mc Graw Hill
- Assael, H., *Consumer Behaviour in Action*, Cengage Learning
- Blackwell, R.D., Miniard, P.W. and Engel, J.F. , *Consumer Behaviour*, Thomson Learning

BBA 512-18 Advertising and Sales Management

Course Objective: The course aims at providing fundamental knowledge and exposure to the students regarding the concepts, trends and practices in the field of advertising and sales management.

Course Outcomes: After completion of the course, the students shall be able to:
CO1: Understand the basic concepts of advertisements & the way these advertisements are created.
CO2: Acquire knowledge about the type of media used and planning/ scheduling of media.
CO3: Understand the ethics to be practiced in advertising.
CO4: Identify the concept and role of Sales management
CO5: Understand the hiring process of sales force management and role of technology in sales.

UNIT I

Advertising: Concept and definition, its role and importance. Advertising as a means of communication, its objectives and different forms of advertisements. Legal Ethical and social Aspects of Advertising. Concept of digital marketing/ communication.
Advertising copy: Creative copy strategies, message structures, Advertising design & layout.

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UNIT II

Media planning and Scheduling: Advertising Budget, Advertising Agencies: Overview of an Advertising Agency, Role, Types, Functions and various departments of an Advertising Agency.
Methods to measure effectiveness of advertisements: Pre and Post Testing, Various different aspects of Advertising: Social, Ethical and Legal.

UNIT III

Sales Management: Definition, Nature, Scope and Importance of Sales Management, Evolution of Sales Management, Sales Management Strategies, Emerging Trends in Sales Management. Role and Skills of Sales Managers, Function and qualities of a Sales Executive, Sales Objectives, Sales Strategies. Personal Selling Process.

UNIT IV

Sales Force: Recruitment and Selection Process for sales force, Training, Motivation and Compensation of Sales Personnel, Sales Territories and Quotas, Sales Budgets, Sales Audits, Role of information technology in Sales Management.

Note: Relevant Case Studies will be discussed in class.

Suggested Readings:

- Aaker, David A and Myera John G.: *Advertising Management* (Prentice Hall of India)
- Wells W., Burnet J. and Moriarty S. *Advertising: Principles & Practice,* Pearson Education.
- Border, W.H, *Advertising,* John Wiley N.Y.
- Ogilvy D. *Ogilvy on Advertising,* Longman publication
- Chunnawala, *Advertising Management,* Himalya Publishing

BBA 521-18 Corporate Accounting

Course Objective: To provide a basic knowledge of the concepts, principles and practices in Corporate Accounting. To enable the students to have an understanding about the provisions of the Companies Act, 2013 relating to preparation of financial statements of companies.

Course Outcomes: After completion of the course, the students shall be able to:
CO1: Understand and apply the basic concepts of accounting for share capital
CO2: Understand accounting of preference share and debentures
CO3: Acquire practical knowledge about preparation of financial statements and their provisions
CO4: Understand the fundamentals of consolidation of accounts and apply them.

UNIT-I

Corporate Accounting: Meaning and Importance of Corporate Accounting, Accounting for Share Capital: Issue of Shares at Par, Discount and Premium, Forfeiture and Re-issue of Shares, Book Building. Buyback of Equity Shares, Right Issue and Bonus Shares.

UNIT-II

Accounting for Redemption of Preference Share and Debenture: Types of Preference Shares, Types of Debentures: Different terms of issue of preference shares and debenture, Redemption of Debentures. Basics of Underwriting of Shares.

UNIT-III

Preparation of Financial Statements of a Company: Provisions regarding preparation of Statement of Profit and Loss and Balance Sheet, Computation and treatment of Managerial Remuneration, Computation and treatment of Profit (Loss) prior to incorporation.

UNIT-IV

Consolidation of Accounts as per Companies Act, 2013: Holding Company, Subsidiary Companies. Pre Acquisition and Post Acquisition Profits, Minority Interest, Cost of Control or Capital Reserve, Unrealized Profit, Mutual Indebtedness, Preparation of Consolidated Balance Sheet. Corporate Financial Reporting: Requirements of Corporate Reporting; Recent trends in Financial Reporting.

Suggested Readings:

1. Arunachalam, M.A. & Raman, K.S., *Corporate Accounting*, Himalaya Publishing House.
2. Goyal, V.K., *Corporate Accounting*, PHI
3. Iyengar S.P., *Advanced Accountancy*, Sultan Chand and Sons, New Delhi.
4. Maheshwari, S.N. and Maheshwari, S.K., *Corporate Accounting*, Vikas Publication, New Delhi.
5. Mukherjee and Hanif, *Corporate Accounting*, Tata McGraw Hill, New Delhi
6. Shukla ,M.C., Grewal, T.S. and , Gupta S.C., *Corporate Accounting*, Sultan Chand and Co., New Delhi

BBA 522-18 Financial Market and Services

Course Objective: The Course aims at providing the students, basic knowledge about the Finance concepts, markets and various services provided in those markets.

Course Outcomes: After completion of the course, the students shall be able to:
CO1: Understand the prevailing financial system in India.
CO2: Acquire knowledge about different financial services
CO3: Comprehend the basics of financial markets in India
CO4: Apprise about the roles of intermediaries and regulating bodies in Indian Financial System.

UNIT- I

Financial systems In India – Its Structure and Role of Financial System in Economic Development. **Financial Markets**, Characteristics Of Financial Markets– Capital Markets & Money Markets – Interlink Between Money Market & Capital Market — SEBI and Regulations of Primary and Secondary Markets.

UNIT – II

Financial Instruments: Government Securities, Treasury Bills, Commercial Bills, Commercial Paper and Certificates of Deposits. Securities Markets-Functions, Organization and Structure, Listing, Trading and Settlement. Introduction to SEBI.

UNIT- III

Financial Services: Concept, Nature and Scope of Financial Services – Regulatory Framework of Financial Services – Growth of Financial Services in India Financial Services. Lease Finance, Consumer Credit And Hire Purchase Finance, Factoring - Definition, Functions, Advantages, Evaluation And Forfeiting, Bills Discounting, Housing Finance. Stock Broking, and Credit Rating.

UNIT – IV

Mutual Funds: Concept and Objectives, Functions and Portfolio Classification, Organization and Management, Guidelines for Mutual Funds, Working of Public and Private Mutual Funds in India, **Debt Securitisation** – Concept and Application – Demat Services - need and Operations-role of NSDL and CSDL. Allied Financial Services: **Venture Capital** – Growth of Venture Capital in India

Suggested Readings:

- Khan M Y, *Financial Services,* Tata McGraw-Hill.
- Bhole L M., *Financial Instructions & Markets,* Tata McGraw-Hill
- Gurusamy S., *Financial Services & System,* Thomson Publications
- Avdhani V. A., *Financial Services in India,* Himalaya Publications
- Gordon & Natarajan, *Financial Markets & Services,* Himalaya Publications
- Desai 'V., *Financial Markets & Financial Services,* Himalaya Publications
- Harrington, S. E., *Risk management and insurance: Instructor manual (2nd ed.),* New York: McGraw- Hill Publishing Company.

BBA 531-18 Industrial Relations and Labour Laws

Course objective: The course aims at providing fundamental knowledge and exposure to the industrial relations and related aspects prevailing in industries and to familiarize the students with various Labour Legislations applicable to businesses.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Describe fundamental concepts and nature of Industrial Relations.

CO2: To understand the nature and role of trade unions for workers and industries.

CO3: To study the relevance of collective bargaining and its impact on employee-management relations.

CO4: To understand industrial disputes and ways to resolve them.

CO5: To apply various industrial legislations in business.

UNIT-I

Definition & Concept of industrial relations, Factors affecting industrial relations. Importance of industrial relations, Approaches to industrial relations, Impact of Technological changes on industrial relations. **Trade Unions**: Nature of Trade Unions, Trade Union movement in India, Reasons for employees to join trade Unions, Problems of Trade Unions & Remedies. Quality Circles, history of QC, Organization structure of QC, Benefits and Problems of QC.

UNIT-II

Concept of collective bargaining, Prerequisites for collective bargaining, the collective bargaining process, Principles of Collective Bargaining, Essential conditions for the success of collective bargaining, Collective Bargaining and Labour Management Co-Operation in India.

Grievance Management – causes of grievance – effects of grievance, Negotiation and Collective Settlements, Grievance redressal procedure.

UNIT-III

Meaning & causes of Industrial Conflicts, Types of Industrial Conflicts. Strikes & Lockouts, Machinery for resolving Industrial Disputes under Law. **Meaning of workers participation in management,** concepts and objectives of workers participation in management, growth and development of workers participation in management, types of workers participation in management.

UNIT-IV

Emergence and Objectives of Labour Laws , An overview of Factories Act , Industrial Disputes Act ,Payment of wages Act, Payment of Bonus Act, ESI Act, Payment of Gratuity Act, Minimum Wage Act, PF Act. An introduction to The Industrial Relations Code-2019.

Suggested Readings/Books:

- Davar, *Personnel management and Industrial Relations*, Vikas Publishing House Pvt Limited
- Memoria ,C.B, *Dynamics of industrial Relations in India*, Himalaya Pub. House
- Johnson, *Introduction to Industrial Relations*, Greenwich Book Publishers
- Sharma A.M, *Industrial Relations, Himalaya Publishing House*
- Ghosh, B., *Personnel management and Industrial Relations*, McGraw - Hill Publishing Co . Ltd
- Flippo B., *Personnel management and Industrial Relations, McGraw-Hill*
- Kapoor, N.D, *Labour Legislation, Sultan Chand & Sons*
- Memoria ,C.B, *Personnel management Himalaya Publishing House*

BBA 532-18 Organization Change and Development

Course Objective:

The basic objective is to acquaint the students with the concepts underlying organizational change and development and to explore the practice of change management and to examine individual group and organizational reactions to change.

Course Outcomes:

CO1. Different approaches to managing organizational change and understand and utilize the competencies to induce and manage changes organization, group and individual levels.

CO2. Understand the framework Organisational Development and its foundations

CO3. Design and implement effective intervention strategies and to learn abilities to critically address problems of implementation, responsibility and measurement of effectiveness

CO4.Understand the contemporary issue in OD

UNIT –I

Introduction to Organizational Change and Development; Definitions & its distinguishing characteristics, Dynamics of planned change, triggers for change, strategies for implementing organizational change. **Foundations of OD:** Conceptual Framework of OD, Historical background of OD, Values, assumptions and beliefs in OD, Systems theory, Participation and Empowerment, Teams and Teamwork, Strategies of change, Inter-Disciplinary Nature of OD.

UNIT –II

Action Research and OD, Action Research: A Process and an Approach. **Managing OD Process**: Diagnosis, Nature of OD intervention; Creating Parallel Learning Structures

Change and its Impact: Diagnosis and Resistance to Change; Implementing Change; Strategies and Skills for Communicating Change; Consolidating Change

Introduction to Organizational Development; Foundations of Organizational Development; Process of Organizational Development; Diagnostic Strategies and Skills; Power, Politics and Ethics in OD; Evaluating change and future of Organizational Development

UNIT –III

OD Interventions: An overview, characteristics of OD interventions. Structural Interventions, Training Experience: T-Groups, Behavioral Modeling and Career Anchors. Team Interventions, Intergroup and Third-Party Peace-Making Interventions.

UNIT –IV

Issue in Consultant-Clint Relations: Entry and contracting, defining the client system, trust, the nature of the consultant's expertise, diagnosis and appropriate, interventions, depth of intervention, on being absorbed by the cultural, the consultant as a model, the consultant team as a microcosm, the dependency issue and terminating the relationship, **Ethical standards in OD**, Implications of OD for the Client. Contemporary Issues in OD. OD and Quality Movement, OD- Now and Beyond.

Suggested Readings:

- Wendeel L. French, Cecil H. Bell : *Organization Development* Prentice Hall
- Richard Beckhard: *Organization Development Strategies & Models* Tata Mc Graw Hill.
- Blake, Robert &Mouton : *Building a Dynamic Corporate through Grid OD*, Homewood
- Thomas H, Patten *Organization Development through Team Building* , Thomas Publication
- Edgar F. Huse : *Organization Development & Change*, Thomas Publication
- Burke W.W.: *Organization Development Principles & Practice*, Sage Publication
- S. Ramnarayan & Kuldeep Singh and T.V. Rao: *OD – Interventions & Strategies*, Response Books, New Delhi.
- S. Ramnarayan, and T.V. Rao: *OD – Accelerating Learning & Transformation*, Sage, New Delhi
- Gareth R. Jones, *'Organisational Theory', Design & Change*, Pearson Education, 2004.
- Madhukar Shukla, *'Understanding Organisations'* – 'Organisational Theory & Practice in India', Prentice Hall of India, 2005

BMPD502-18 Mentoring and Professional Development

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

Overall Personality

- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills
- The course shall be split in two sections i.e. class activities and outdoor activities.

For achieving the above, suggestive list of activities to be conducted are:

Part – A (Class Activities)

1. Expert and video lectures (The experts can be from the fields of industrial practices, professionals, recognized motivational speakers to speak on ethics, self-development, situation handling skills etc The choice of topics will be a matter of choice for the teachers)
2. Aptitude Test (with respect to business practices, emotional quotient, learning abilities, placement aptitude, job culture aptitude etc)
3. Group Discussion (The students can be divided of not more than 8 in a group, a write up as a case study, cuttings of news series, current affairs etc followed by a GD).
4. Quiz (General/Technical) (quizzes can be oral using a PPT, written MCQs/short answer type questions covering general knowledge (Business world, economic affairs) and current affairs
5. Presentations by the students (Preferably to an individual student or at the most more than a group of 2 students; Topics can be success stories of business personalities, Resilience of business houses, caselets etc)
6. Team building Exercises (team events within the class for problem solving)

Part – B (Outdoor Activities) (A brief report of minimum 10-15 pages must be submitted at the end of semester)

1. Sports/NSS/NCC
2. Field project (surveys, social awareness campaigns etc); The whole class can be made to visit to a mall, village, specific locality etc).
3. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc. 9Group events in the form of social campaigns, humanitarian activities, making students turn Samaritans etc)

Note: Evaluation shall be based on rubrics for Part – A & B. Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

BBA 601-18-Strategy Management

Course Objective: The objective is to develop an understanding of corporate strategy formulation, implementation and its evaluation. The aim is to develop an understanding of how organizational strategies are formulated and implemented in a changing global environment**.**

CO1 Gain familiarity with the basics of strategy planning
CO2 Understand the complete process of strategic management- plaaning, implementation and control
CO3 Comprehend various models of strategic choice
CO4 Identify and understand different types of strategy and its applicability in corporate world

UNIT I

Strategy: concept, role and basic framework; Strategic planning, process of strategy and decision making, business and corporate strategies, development of strategic ideas,Overview of **Strategic Management,** Traditional approaches of Strategy, Levels of Strategy,Scope and importance of Strategic management, Framework of Strategic Analysis

UNIT II

Business Environment: External analysis, Competitive dynamics, Dynamic Competition: Hyper competition, and Competitor Analysis Resource based view, Competitive advantages, Segmentation and Strategic Groups, PEST analysis, Porter Analysis, Life stage analysis, **Environmental Scanning**, Environmental Threat and Opportunity Profile

UNIT III

Diversification strategy: meaning, objective, competitive advantage; Cost and differentiation strategy, Innovation, Balanced Scorecard, **Strategic Choice**: Concept, Process of Strategic Choice, BCG Matrix, GE Nine Cell Matrix, Hofer's Product-Market Evolution Matrix, Directional Policy Matrix

UNIT IV

Strategic Implementation: The process of strategy implementation, resource allocation – Strategy and structure –Supportive culture – Implementing strategies in functional areas
Strategic evaluation and control: Evaluation of strategy and strategic control, evaluation process, strategic control process, types of external controls, Managing Strategic Change, Strategic Leadership and Specialist issues in strategic management

Suggested Readings:

- Kazmi, Azhar: *Business Policy*, Tata McGraw Hill
- Jouch & Gluick: *Strategic Management & Business Policy*, Tata Mcgraw Hill
- Wheelen & Hunger: *Strategic management & Business Policy*, Pearson Education
- Pearce & Robinson: *Strategic Management* AITBS
- Hill & Manikutty, *Strategic Management*, Cengage Learning
- Pitts, Robert A and Lei, David. "*Strategic Management Building and Sustaining Competitive Advantage"*, Thomson, India
- David, R Fred, "*Strategic Management- Concepts and Cases*", Pearson Education, India

BBA 602-18 Company Law

Course Objective: The course aims at providing basic knowledge of the provisions of the Companies Act 2013. The course will enable the students to abide by the corporate laws.
Course Outcomes: After completion of the course, the students shall be able to:
CO1: Understand the various clauses of Indian Companies Act-2013
CO2: Know the procedure of formation of a company and winding up of a company.
CO3: Describe the borrowing powers of a company
CO4: Know about the appointment and removal of directors.
CO5: Develop an understanding of conducting of board and other meetings.

UNIT-I

Company: Meaning and Definition, Characteristics of a company, Latest Amendments, Company distinguished from partnership. Classification of companies including one person company, Limited Liability Partnership (LLP), Lifting the corporate veil.
Formation of a company: Promoters, their legal position, pre-incorporation and provisional contracts, Steps involved in the formation and incorporation of a company, on-line filing of documents, on-line registration of a company.

UNIT-II

Documents: Memorandum of association: Meaning and Importance, Form and Contents, Alteration of Memorandum. **Articles of association:** Meaning, Relationship and distinction between MOA and AOA, Doctrine of Constructive Notice and Indoor management.
Prospectus: Meaning, Definition and contents, statutory requirements in relation to prospectus.

UNIT-III

Share capital: Kinds of share capital, Alteration of share capital, Allotment of shares, share certificate and share warrant, calls on shares, Forfeiture and surrender of shares, transfer of shares. Demat of shares, **Borrowing powers**; Debentures and charges.
Management: Directors, Classification of directors, women directors, independent director, small shareholder's director; Disqualifications, director identity number (DIN); Appointment; Legal positions, removal of directors, powers and duties of directors.
Meetings of shareholders and board; Types of meeting, convening and conduct of meetings, requisites of a valid meeting, proxies, voting, meeting through video conferencing.

UNIT-IV

Winding up – concept and modes of winding up, consequences of winding up.
Administration of Company Law including National Company Law Tribunal (NCLT), National Company Law Appellate Tribunal (NCLAT), Special Courts.
Dividends, Accounts, Audit– Provisions relating to payment of Dividend, Books of Account, Provisions relating to Audit.

Suggested Readings/Books:

- Singh Avtar: *Company Law;* Eastern Book Co., Lucknow.
- Kuchal M.C.: *Modern India Company Law*; Shri Mahavir Books, Noida.
- Kapoor N.D.: *Company Law -Incorporating the Provisions of the Companies, Amendment Act,* Sultan Chand & Sons, New Delhi
- Ramaiya, A., *"A Ramaiya's Guide to Companies Act",* Lexis Nexis Butterworths Wadhwa, Nagpur
- Singh, Harpal, *"Indian Company Law*", Galgotia Publishing, Delhi.
- Manual of Companies Act, Corporate Laws and SEBI Guidelines, Bharat Law House, New Delhi,

BBA 611-18 Services Marketing

Course Objective: The course aims to develop an understanding about the fundamentals of marketing of services and the service marketing mix. The course will also provide an insight into service quality and delivery mechanisms.

Course Outcomes:
CO1: Understand the different types Services and its characteristics.
CO 2: Comprehend the customer centric approach in the service marketing
CO3: Know about various concepts of marketing and its integration with services
CO4: Infer about delivery of the services with customer centric approach.

UNIT-1

Introduction of Service Marketing: Introduction, meaning of services, Service and technology, Characteristics of services compared to goods,
Services marketing mix, Growth of service sector and service industry

UNIT-II

Focus on Customer: Consumer behaviour in services, customer expectations of services, customer perception of services, building customer relationships,
Customer defined service standards, Service recovery.

UNIT-III

Integrated services marketing communication, Pricing of services, Service innovation and design, physical evidence and servicescape,
Managing demand and capacity of services

UNIT-IV

Service Delivery: Employees role in service delivery, customer role in service delivery, Delivering services through intermediaries and electronic channels,
GAPS model of service quality, Ethical Aspects in Service Marketing.

Suggested Readings:

- Zeithaml V., Bitner M., Gremler D., Pandit A., *Services Marketing -– 5th Edition* - TMH
- Gupta R., *Services Marketing*, Galgotia Publications.
- Lovelock C., *Services Marketing*, Pearson Publications
- Payne A., *The Essence of Service Marketing*, Prentice- Hall of India,
- Woodruffe H., *Service Marketing*, Macmillan India Ltd. Delhi, 1997.

BBA 612-18 -Retailing and Logistics Management

Course Objective: The objective is to develop an understanding of modern day retailing and its management. It also aims to gain familiarity with logistic and supply change management and its importance in business

CO1 Understand the significance of retailing and various retail formats available
CO2 Gain knowledge of retailing strategy and financial and human resource management in retailing
CO3 Comprehend merchandise and store management strategy
CO4 Develop an understanding of Supply Chain Management and Logistics.

UNIT I

Retailing: Definition, Scope, Economic significance, Opportunities in retailing, various retail formats, Multichannel retailing including online retailing (E-tailing), Changing scenario of retail,
Customer Buying Behavior in Retailing: Types of buying decisions, Buying process, Social factors influencing buying decisions in retailing.

UNIT II

Retailing Strategy: Retail strategy, Target market and retail planning process, Financial strategy.**Retail Locations and Site Selection**, location opportunities, factors affecting the site selection,estimating demand for a new location. **Human Resource Management in Retailing**: Gainingcompetitive advantage through HRM, Designing retail organization structure, Motivating retailemployees.

UNIT III

Merchandise Management: Planning merchandise, buying merchandise, Pricing decision for merchandise. Retail Communication Mix: Developing brands and building customer loyalty, Promotion strategy, planning a retail promotion strategy. **Store Management**: Managing the store, store layout, design and visual merchandising.

UNIT IV

Supply Chain & Logistics Management –Introduction, Difference between Logistics and Supply Chain Management, Role of Logistics in an Economy, Challenges in Supply Chain & Logistics Management, Logistics and Customer Relationships Management, Logistics - Functions, Logistics - Structure, Logistics – Costs, Customer Service & Logistics Management, Logistics in Organised Retail in India

Suggested Books:

- Levy, Weitz, & Pandit, '*Retail Management'*, Tata McGraw Hill, New Delhi.
- Cullen, '*Retailing : Environment and Cases'* Cengage India
- Barry Berman & Joel R Evans, '*Retail Management*', PHI, New Delhi.
- Dunne '*Introduction to Retail'* Cengage Learning.
- Myerson, *'Supply Chain and Logistics Management Made Easy: Methods and Applications for Planning, Operations, Integration, Control and Improvement, and Network Design'*, Pearson FT Press.

BBA 621-18 -Personal financial planning

Course Objective: The objective of this course is to enable the students to analyze their personal financial decisions, evaluate the costs and benefits of their decisions, recognize their rights and responsibilities as consumers, and apply the knowledge learned in school to financial situations encountered later in life.

Course Outcomes:

CO_1: Understand the importance of personal financial planning and time value of money which is fundamental in achieving their financial goals.
CO_2: Understand the various sources of investment and credit and their respective income tax implications.
CO_3: Understand the concept of risk-return and risk management.
CO_4: Understand the multiple areas of comprehensive financial planning including taxation, insurance, retirement, and estate planning.
CO_5: Master the ethical guidelines and standards, disciplinary rules and procedures, and the consumer protection laws regarding personal finance.

UNIT I

Understanding personal finance: Financial security, Time value of money, importance of personal financial planning, Principles of personal finance, Financial planning process, Biases in personal finance. **Financial statements and ratios analysis**: Managing cash flows, Creating and reviewing financial statements, Analyzing financial statements, Budget.

UNIT II

Introduction to insurance and risk management: Risk and return, Risk management, Risk diversification, Managing life, health and disability risks, concept and types of insurance.

UNIT III

Investment fundamentals: Saving and investment, Rules of investing, Debt and equity. **Investment in bonds and mutual funds**. **Managing income taxes**: Introduction to personal income tax planning, Tax avoidance and tax evasion. **Building and maintaining good credit**: Credit basics and debt management, Sources of debt, Credit report and scores.

UNIT IV

Introduction to retirement planning: Basic retirement plans. **Estate planning**. **Ethical considerations in personal financial planning.**

Suggested Readings:

- Murali, S., & Subbakrishna K.R., *Personal Financial Planning (Wealth Management).* Himalaya Publishing House.
- Gitman, Lawrence J., Joehnk Michael D., & Billingsley., *Personal Financial Planning*. Cengage Learning India Private Limited.
- Madura, J., *Personal Finance.* Pearson.
- Koh, B., *Personal Financial Planning.* FT Press.
- Nayan, K., *Personal Finance: An Indian Perspective.*

BBA 622-18 Direct and Indirect Tax Laws

Course Objectives: To acquaint the students with underlying provisions of direct and indirect tax laws and to develop a broad understanding of the tax laws and accepted tax practices.

Course outcomes: By the end of the course students will be able to
CO 1: Describe the provisions in the corporate tax laws.
CO 2: Explain different types of incomes and their taxability and expenses and their deductibility.
CO 3: Learn various direct and indirect taxes and their implication in practical situations.
CO 4: Use various deductions to reduce the taxable income.
CO 4: Working knowledge of principles and provisions of GST.

UNIT-I

Concept of Tax- Nature and characteristics of different types of taxes- Direct and Indirect taxes. **Direct Tax Laws-** Income Tax Act 1961: Introduction and brief history of Income tax in India, Scope of the Act, Meaning and concept of Income, Assessment Year, Previous Year, Assesse, Person, Agriculture Income, Basis of Charge, Determination of residential status

UNIT-II

Heads of Income- Computation of income under the Head of Salaries, House Property, Capital Gains, Profits & Gains from Business and Profession and Other sources. Computation of Gross Total Income and Deductions from gross total income.

UNIT-III

Clubbing of income, set off and carry forward of losses, Procedure of Assessment, advance payment of tax and deduction of tax at source. **Practical work:** Preparation of Form 16 and 16 A, Preparation and Filling of ITR Forms, Preparation of PAN Request Forms

UNIT-IV

GST Act 2017: Overview of Goods and Services Tax, Implementation of GST, Reasons for GST introduction, Liability of Tax Payer, Structure of GST (SGST, CGST, UTGST & IGST); GST Council, Levy and collection of CGST/ SGST
Registration: Introduction, Registration Procedure, Special Persons, Amendments /Cancellation.
GST Portal: Introduction, GST Eco-system, GST Suvidha Provider (GSP), Uploading Invoices

Suggested Readings:

- Mehrotra H. C. and Goyal S.P., *Income Tax Law & Practice*, Sahitya Bhawan, Agra.
- Hariharan, N, *Income Tax Law and Practice*, Tata McGraw Hill.
- Singhania V K, 2014, *Direct Taxes Planning and Management*, Taxmann.
- Datey V.S., *Taxmann's GST Ready Reckoner Taxman*, Publications (P) Ltd.
- Garg K. R., *GST Ready Reckoner*, Bharat Law House, Delhi.
- The Central Goods and Services Tax Act, 2017 of Ministry of Law and Justice (Legislative Department) 12th April, 2017) published in The Gazette of India dated 12th April, 2017.
- Goods and Services Tax in India -----Notifications by Government of India
- GST Bill 2012
- www.cbec.gov.in

BBA- 631-18 Training and Development

Course objective: The course aims at developing knowledge about concepts, process, methods and evaluation of training and development.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1 Understand the concepts and principles of Learning.
CO2 Develop understanding about training and development concept.
CO2 Able to assess training needs and select optimal method for employee Training.
CO3 Develop acumen to evaluate training effectiveness.
CO4 Comprehend the emerging issues for Training & development in Indian Industries.

UNIT- I

Learning: concept, principles of learning, methods of learning, importance of teaching techniques, instruction technology, instructor behavior, attention versus involvement.

UNIT - II

Training: Concept, Importance & Objectives of Training, Process and Significance of Training, Identification of Training Needs, Evaluation of Training Effectiveness.

UNIT – III

Methods of training: On the job training ,Off the job training, choosing optimum method ,the lecture, field trips, panel discussion, behavior modeling, interactive demonstrations, brain storming, case studies, action mazes, incident process, in-baskets, team tasks, buzz-groups and syndicates, agenda setting, role-plays-reverse role plays, rotational role plays, finding metaphors, simulations, business games, clinics, critical incidents, fish bowls, T-groups, data gathering, grouping methods, transactional analysis, exception analysis.

UNIT - IV

Development: Concept & need, differences between training and development, Developing Effective Trainers,

Evaluation of Training and Development Programs: Criteria, Problem and Steps Involved in evaluation. Emerging issues in Training and Development in India.

Suggested Readings:

- Dayal, I, *Manpower Training in organizations,* Prentice Hall of India, New Delhi
- Craig, R., *Training and Development*, McGraw Hill, New York
- Lynton, R.P and Pareek U., *Training and Development,* Irwine Doresy, Hopwood
- Reddy, *Effective Human Resource Training and Development Strategy,* Himalaya
- Publications
- Goldstein, *Training in Organisations,* Cengage Learnings
- Sharma, R., *360 Degree Feedback, Competency Mapping and Assessment Centres*
- Pattanayak and Biswajeet, *Human Resources Management*
- Armstrong M.A., *Handbook of Human Resource Management Practice,* Cogan Page, London
- Taylor B. and Lippitt G., *Management Development and Training Handbook*

BBA 632-18 Cross Cultural Human Resource Management

Course Objective: World is now global village. In this globalised world managers of international organizations have to travel across the world. They had to interact, manage people from various cultures. So they need to understand different cultures and respect cross culture differences. This course will help them to understand various cultures and they will learn to manage cross cultural differences

Course Outcomes:

CO1: Understand issues, opportunities and challenges pertaining to Cross Cultural HRM.
CO2: Develop competency in dealing with cross cultural situations.
CO3: Identify the role of cross cultural leadership in managing multicultural teams.
CO4: Understand external forces (e.g. globalisation, sociocultural changes, political and economic changes) that have the potential to shape Cross Cultural HRM.
CO5: To understand different cultures with respect to cross culture differences.

UNIT –I

Introduction to cross cultural management: Understanding Culture, Culture dimensions, Significance and impact of cross culture on organizations, role of culture in Strategic Decision-Making .Influence of National Culture on Organizational Culture. Shift in Culture: significance of shift in Culture, Influence of economic factors and foreign intervention on shifts in local cultures

UNIT-II

Comparing Culture : Cultural and Behavioral differences in different countries, various models for comparing cultural- Hofstede , Edward T Hall Study, GLOBE, Kluchohm & Stoodbeck ,Cultural Adaptation through Sensitivity Training, Political, Legal, Economic, Ecological and Technological Facing Business and their Management.

UNIT- III

Cross Cultural Human Resources Management – Staffing and Training for Global Operations
Global Staffing Choices – Expatriates or Local Managers, Dynamics of Cross-Cultural leadership, managing and motivating multi culture Teams. Cross –cultural Negotiation & Decision making: Culture and Dispute, Resolution of Conflicts and Disputes in cross culture context,

UNIT- IV

Transfer of Knowledge, Transfer of managerial know-how, Emerging Models of Strategic Management in International Context, Achieving and Sustaining International Competitive Advantage; International Strategic Alliances, Cross-culture ethics: Ethics values across cultures and Ethics dilemma.

Suggested Readings:

- Deresky, H., *International management: Managing Across Borders And Cultural*, 4th Ed, Pearson Publications
- Thakur, M., Burton & G. E, *International Management*, Tata McGraw Hill.
- Hodgetts, R. and Luthens, F, *International Management*, McGraw Hill Inc.
- Esen D. and Rchildress J., *The Secret Of A Winning Culture: Building High-Performance Teams*, Prentice Hall

BMPD 602-18 Mentoring and Professional Development

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

Overall Personality

- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills
- The course shall be split in two sections i.e. class activities and outdoor activities.

For achieving the above, suggestive list of activities to be conducted are:

Part – A (Class Activities)

1. Expert and video lectures (The experts can be from the fields of industrial practices, professionals, recognized motivational speakers to speak on professionalism, discipline, time management etc. The choice of topics will be a matter of choice for the teachers)
2. Aptitude Test (with respect to business practices, intellectual creativity, team skills, Decision making skills, leadership skills etc)
3. Group Discussion (The students can be divided of not more than 8 in a group, a write up as a case study, cuttings of news series, current affairs etc followed by a GD).
4. Quiz (General/Technical) (quizzes can be oral using a PPT, written MCQs/short answer type questions covering general knowledge (latest business developments and key announcements by government/autonomous bodies, world bodies etc
5. Presentations by the students (Preferably to an individual student or at the most more than a group of 2 students; Topics can be success stories of business personalities, Resilience of business houses, caselets etc)
6. Team building Exercises (team events within the class for problem solving)

Part – B (Outdoor Activities) (A brief report of minimum 10-15 pages must be submitted at the end of semester)

1. Sports/NSS/NCC
2. Field project (may be general topics, business topics or awareness about government social schemes, health and hygiene, UGC social initiatives etc).
3. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc. (Group events in the form of social campaigns, humanitarian activities, making students turn Samaritans etc)

Note: Evaluation shall be based on rubrics for Part – A & B. Mentors/Faculty in-charge will maintain proper record student wise of each activity conducted and the same shall be submitted to the department.