

International School of Business Management

International School of business management provides BBA degree with following specializations:

1. BBA – Business Analytics
2. BBA – Digital Marketing
3. BBA – Finance and banking
4. BBA – Regular

PROGRAMME OUTCOMES OF BBA.

- PO1. To provide adequate basic understanding about management education among the students.
- PO2. To prepare student to exploit opportunities being newly created in the management profession.
- PO3. To develop appropriate skills in the students so as to make them competent and provide themselves self employment.
- PO4. To recognize and solve business problem in an ethical manner.
- PO5. To provide the basic and essential knowledge regarding various activities undertaken and necessary to run socially the responsible business organization.
- PO6. To inculcate global view of the industrial and organisation establishment and their functions which support the business system

Program Specific Outcomes: BBA

- **PSO1- Business analytical:** Enable all participants to recognise, understand and apply the language, theory and models of the field of business analytics. Foster an ability to critically analyse, synthesise and solve complex unstructured business problems.
- **PSO2- Digital Marketing:** Analyse the confluence of marketing, operations, and human resources in real-time delivery. Demonstrate cognitive

knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing and selecting digital market opportunities.

- **PSO3- Financing and Banking** An ability to apply knowledge of financing and banking to evaluate, analyze, synthesize, model and integrate technologies to develop new banking system for international and national system
- **PSO3 Regular** - Encourages analytical and critical thinking abilities for business decision making and business challenges. Makes students capable of recognizing and resolving ethical issues. Helps to prepare students for managerial roles and as entrepreneurs.

Course Outcome - BBA

Course of BBA – Regular

Paper Code	BM 105
Paper Title	Introduction to Financial Accounting
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	Develop and understand the nature and purpose of financial statements in relationship to decision making.
CO 2	Develop the ability to use the fundamental accounting equation to analyze the effect of business transactions on an organization's accounting records and financial statements
CO 3	Develop the ability to use a basic accounting system to create (record, classify, and summarize) the data needed to solve a variety of business problems.
CO 4	Develop the ability to use accounting concepts, principles, and frameworks to analyze and effectively communicate information to a variety of audiences.
CO 5	Develop the ability to use accounting information to solve a variety of business problems.

Course Outcome

Paper Code	BM 107
Paper Title	Organization Behavior
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	The objective of this paper is to analyze and compare different models used to explain individual behavior related to motivation and rewards
CO 2	To identify the processes used in developing communication and resolving conflicts, explain group dynamics and demonstrate skills required for working in groups (team building)

Course Outcome

Paper Code	BM 109
Paper Title	Principles of Management
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	Discuss and communicate the management evolution and how it will affect future managers
CO 2	Observe and evaluate the influence of historical forces on the current practice of management
CO 3	Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.
CO 4	Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment

Course Outcome

Paper Code	BM 111
Paper Title	Principles of Economics
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To familiarize the student with various theoretical concepts of Economics
CO 2	To expose students to basic micro economic concepts
CO 3	To apply economic analysis in the formulation of business policies
CO 4	To use economic reasoning to problems of business

Course Outcome

Paper Code	BM 183
Paper Title	Fundamentals of Business Mathematics

Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To create an understanding regarding the topic.
CO 2	To gain knowledge about Algebra.
CO 3	To have understanding about linear Simulation equation
CO 4	Able to analyze different types of menstruation and Geometry.

Course Outcome

Paper Code	CP 105
Paper Title	Elementary computers
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	give a general understanding of how a computer works
CO 2	Aware about operating system, various Computer Languages and number system
CO 3	Give a general understanding of Internet, information technology, e-commerce and Networks

Course Outcome

Paper Code	ES 101
Paper Title	Environmental Studies
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To create an understanding regarding the topic
CO 2	To gain knowledge about Man and Environment
CO 3	To have understanding about Natural Resources
CO 4	Able to analyze Environmental Pollution

Course Outcome

Paper Code	HS 101
Paper Title	Human Values and Ethics
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To help the students appreciate the essential complementarity between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity which are the core aspirations of all human beings.
CO 2	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.
CO 3	To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually satisfying human behaviour and mutually enriching interaction with Nature.

Course Outcome

Paper Code	BM 102
Paper Title	Fundamentals of Marketing Management
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To create an understanding of the basics and concepts of Marketing
CO 2	To gain knowledge about the different product, pricing and promotional decision making processes for different products / services and brands and techniques related to them developed in marketing and advertising research lab.
CO 3	To come across different cases of marketing and learn different marketing tools related to solve them.
CO 4	Able to analyze different barriers to marketing and learn the methodologies to solve them.

Course Outcome

Paper Code	BM 104
Paper Title	Business Mathematics
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To provide college students with reinforcement of mathematical computations.
CO 2	Challenge the student to understand how to process and interpret information to arrive at logical conclusions to common business math applications.
CO 3	Develop proficiency in the application to solve business math problems.
CO 4	Understand the important role math plays in all facets of the business world.

Course Outcome

Paper Code	BM 106
Paper Title	Fundamentals of Financial Management

Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	The primary objective of this course is to explore concepts, approaches to financial management and its applicability in the corporate finance
CO 2	The main objective of Financial Management is to help students to acquire and develop skills to take rational decisions in the process of Financing mix and assessment of Price Earnings Ratio. Wealth maximizations have always been regarded as important in financial analysis in organizations
CO 3	To have understanding about Basic Entries to record a transaction
CO 4	Able to analyze Inventory Valuation, Joint Stock Company, preparation of company Accounts

Course Outcome

Paper Code	BM 108
Paper Title	Indian Business Houses
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To create an understanding regarding how major Indian Business Houses emerged.
CO 2	To gain knowledge about contemporary scenario of business
CO 3	To have understanding about how successful markets emerge and grow.
CO 4	To inculcate a basic knowledge on framework of businesses.

Course Outcome

Paper Code	BM 110
Paper Title	Fundamentals of Macro Economics and Business Environment
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	The primary goal of this course is to enable students to make informed judgments about whether the economic environment in a given country makes it a good place to do business
CO 2	To expose the students to various environment factors related to the business.
CO 3	This course discusses the preliminary concepts associated with the determination and measurement of aggregate macroeconomic variable like savings, investment, GDP, money, inflation, and the balance of payments

Course Outcome

Paper Code	BM 203
Paper Title	Human Resource Management

Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	The general purpose is to familiarize students with the basic principles and techniques of human resource management
CO 2	The course takes a practical view that integrates the contributions of the behavioural sciences with the technical aspects of implementing the HR function in the ‘real world.’
CO 3	To enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations

Course Outcome

Paper Code	BM 205
Paper Title	Values, Ethics and Governance
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To understand the Business Ethics and to provide best practices of business ethics .
CO 2	To learn the values and implement in their careers to become a good managers.
CO 3	To develop various corporate social Responsibilities and practise in their professional life
CO 4	To Imbibe the ethical issues in corporate governance and to adhere to the ethical codes.

Course Outcome

Paper Code	BM 209
Paper Title	Business Law
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To Assess and apply the fundamental legal rules regarding contractual agreements pertaining to the business world to manage businesses effectively
CO 2	To interpret and apply the law relating to the sale of goods as a legal advisor in an organization.
CO 3	To analyse and apply the fundamental legal principles behind negotiable Instruments.
CO 4	To interpret and apply the law relating to the consumer protection and market competition Act.

Course Outcome

Paper Code	BM 207
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Paper Title	Cost & Management Accounting
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	This course seeks to give an understanding of the ways in which management accountants can provide relevant information for a variety of decisions to be made in managing any organization
CO 2	To Analyze the financial position with the help of ratio analyze
CO 3	To analyze the cash position with the help of AS-3
CO 4	Able to analyze Material and Labor Cost Variance

Course Outcome

Paper Code	BM 211
Paper Title	Business Statistics for Decision Making
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	Students will be able to demonstrate understanding of statistical thinking and data analysis techniques for decision-making under uncertainty
CO 2	Students will be able to apply statistical techniques to data sets, and correctly interpret the results
CO 3	Students will be able to analyze and apply computer-generated statistical output to solve problem
CO 4	Able to analyze different measures of central tendency

Course Outcome

Paper Code	BM 201
Paper Title	International Business Management
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	Understand the most widely used international business terms and concepts.
CO 2	Identify the role and impact of political, economic, social and cultural variables in international business.
CO 3	Analyse international business from a multi-centric perspective, avoiding ethnocentrism
CO 4	Able to analyze different aspects of the course explain businesses expansion abroad.

Course Outcome

Paper Code	BM 202
Paper Title	Production and Operations Management
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>

CO 1	To create an understanding of the operations and production processes and procedures.
CO 2	To gain knowledge about the different concepts used in production planning and operations management.
CO 3	To have understanding about total quality control, industrial safety measures and techniques
CO 4	Able to understand the latest techniques of OPM like C.A.D. , C.A.M., Artificial Intelligence etc..

Course Outcome

Paper Code	BM 204
Paper Title	Research Methods in Management
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	The primary objective of this course is to develop a research orientation among the scholars and to acquaint them with fundamentals of research methods
CO 2	Students should be able to identify the overall process of designing a research study from its inception to its report.
CO 3	Students should be familiar with ethical issues in educational research, including those issues that arise in using quantitative and qualitative research
CO 4	The course aims at introducing them to the basic concepts used in research and to scientific social research methods and their approach

Course Outcome

Paper Code	BM 206
Paper Title	Business Strategy
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	Understand the nature of competition and industries at an advanced level.
CO 2	Understand how external forces such as social, political/legal, economic, and technological,
CO 3	Understand the sophisticated relationships among the functional areas of an organization (marketing, human resources, production, finance, and accounting) and how effective strategic planning requires a concerted effort among all functional areas.
CO 4	Understand strategy research, including extensive use of the internet as a research tool

Course Outcome

Paper Code	BM 208
Paper Title	Quantitative Techniques

Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	Understand relevance & need of quantitative methods for making business decisions
CO 2	Demonstrate a sound knowledge of fundamentals of statistics and statistical techniques
CO 3	Able to apply quantitative methods to solve a variety of business problems
CO 4	Able to understand the latest techniques of Q.T.

Course Outcome

Paper Code	BM 214
Paper Title	Introduction and basics of Business Analytics
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	Enable all participants to recognise, understand and apply the language, theory and models of the field of business analytics
CO 2	Foster an ability to critically analyse, synthesise and solve complex unstructured business problems
CO 3	Encourage an aptitude for business improvement, innovation and entrepreneurial action
CO 4	Encourage the sharing of experiences to enhance the benefits of collaborative learning
CO 5	Instil a sense of ethical decision-making and a commitment to the long-run welfare of both organisations and the communities they serve .

Course Outcome

Paper Code	BM 301
Paper Title	Project Management
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To create an understanding regarding the projects undertaken by the project managers and decision making and team building tasks related to them.
CO 2	To gain in depth knowledge about Project initiation, planning, implementation and control.
CO 3	To have understanding about different techniques of financial, market and technical analysis
CO 4	Able to analyze different barriers to project implementation and to learn the techniques to solve them through operational workouts and live case studies.

Course Outcome

Paper Code	BM 322
Paper Title	The management & Control of Quality
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To discover flaws or variations in the raw materials and the manufacturing processes in order to ensure smooth and uninterrupted production.
CO 2	To study and determine the extent of quality deviation in a product during the manufacturing process.
CO 3	To analyse in detail the causes responsible for such deviation.
CO 4	To undertake such steps which are helpful in achieving the desired quality of the product.

Course Outcome

Paper Code	BM 302
Paper Title	Entrepreneurship & Small Scale Business Management
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	understanding the concepts of entrepreneurship, innovation, entrepreneurship and small business management
CO 2	How to use systems thinking and design thinking to develop new venture ideas
CO 3	How to use customer ethnography and interviews to validate value proposition(s) of new venture ideas
CO 4	How to use the business model canvas to operationalize new venture ideas

Course of BBA – Finance and banking

Course Outcome

Paper Code	BM 315
Paper Title	Security analysis and portfolio management
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	This course aims at providing the students a comprehensive introduction to the areas of security
CO 2	Analysis and portfolio management and equipping them with advanced tools and techniques for making profitable investment decisions.

Course Outcome

Paper Code	BM 317
Paper Title	Banking service operation
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	Keeping in view job prospects in banking & financial sector
CO 2	The objective of the course is to give in-depth knowledge of Banking & Finance to the students of commerce, management and economics with practical inputs and prepare them for career in Banks & other Financial Institutions

Course Outcome

Paper Code	BM 319
Paper Title	Financial risk and insurance management
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	This course aims at giving in-depth knowledge of insurance business in terms of Structure, products, pricing and risk management.
CO 2	To gain knowledge about risk management
CO 3	To have understanding about insurance policy
CO 4	Able to analyse different insurance product

Course Outcome

Paper Code	BM 316
Paper Title	Management of Mutual Funds
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	The objective of this course is to provide an insight into Mutual Funds and basic Features of Mutual Fund Agents and their Applications.

Course Outcome

Paper Code	BM 318
Paper Title	Personal Financial Planning
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	Recognize opportunities inherent with good personal financial planning.
CO 2	Examine the risks associated with poor personal financial planning.
CO 3	Analyze basic economic information.
CO 4	Able to analyze different aspects of the course

Course Outcome

Paper Code	BM 320
Paper Title	International Financial management
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	Demonstrate basic understanding of foreign exchange market and exchange rates
CO 2	Demonstrate basic understanding of how to use foreign exchange derivatives and other techniques to manage foreign exchange exposures of firms

Course of BBA – Digital Marketing

Course Outcome

Paper Code	DM 303
Paper Title	Search Engine Optimization
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	The objective of this course is to make student understand how to increase visibility of a particular website or
CO 2	webpage on search engine result page and how to drive maximum traffic

Course Outcome

Paper Code	DM 109
Paper Title	Regulation of cyber law
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To develop a meaningful understanding of Regulation of cyber business theory, functions and practices.
CO 2	To apply cyber business concepts and skills across various types of organizations.

Course Outcome

Paper Code	DM 307
Paper Title	Social Media Marketing
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	The inter-relationship between paid, owned and earned media
CO 2	Consumer change and how it is altering brand communications

CO 3	Content marketing and how owned content can be distributed across company owned digital media assets
CO 4	The value of earned media which interests your audience

Course Outcome

Paper Code	DM 304
Paper Title	Affiliate Marketing
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	The Affiliate Marketing Course would teach students how to use enroll for affiliate marketing, the affiliate marketing platforms and how to maximize commissions from affiliate marketing.
CO 2	Review the history of affiliate marketing to have some perspective to make affiliate strategic plan
CO 3	Integrate affiliate marketing into the wider marketing activity.
CO 4	Identify which types of affiliates are best for the business.

Course Outcome

Paper Code	DM 103
Paper Title	Email & Viral marketing
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To develop a meaningful understanding of Email marketing theory, functions and practices.
CO 2	To apply Digital Marketing concepts and skills across various types of organizations

Course Outcome

Paper Code	DM 308
Paper Title	E Commerce
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To develop a meaningful understanding of E-commerce theory, functions and practices.
CO 2	To apply Digital Marketing concepts and skills across various types of organizations

Course of BBA – BUSINESS ANALYTICS

Course Outcome

Paper Code	BMM 321
Paper Title	Supply chain logistics analytics
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	Learn how to develop a more effective supply chain to improve profitability
CO 2	Foster an understanding of supply chain management's major challenges and trends
CO 3	Learn how to use logistics when you're making decisions
CO 4	Become comfortable with the main supply chain manager systems for proper implementation

Course Outcome

Paper Code	BMM 323
Paper Title	Finance analytics
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making.
CO 2	To become familiar with the processes needed to develop, report, and analyze business data.
CO 3	To learn how to use and apply Excel and Excel add-ins to solve business problems.
CO 4	Develop domain knowledge of various technology and its application to facilitates managerial decision /MIS.
CO 5	Understanding the significance of global platform for data retrieval/process among different business cultures of the world.

Course Outcome

Paper Code	BM 310
Paper Title	Fundamentals of Business Intelligence
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	It helps to analyse appropriate internal and external human resource metrics benchmarks and indicators.
CO 2	Apply quantitative and qualitative analysis to understand trends and indicators in human resource data; understand and apply various statistical analysis methods
CO 3	To develop the ability in the students to develop a gamified solution to a business problem using a design process.

Course Outcome

Paper Code	BM 312
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Paper Title	Gamification
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	Understanding what gamification is, and how organizations are using it.
CO 2	To make the students familiar with the fundamentals of game design and motivational
CO 3	Develop the ability in the students to develop a gratified solution to a business problem
CO 4	To make the students able to recognize the limitations and risks of gamification

Course Outcome

Paper Code	BM 314
Paper Title	Design and Data Visualization
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	Design and create data visualizations.
CO 2	Conduct exploratory data analysis using visualization
CO 3	Craft visual presentations of data for effective communication
CO 4	Use knowledge of perception and cognition to evaluate visualization design alternatives
CO 5	Design and evaluate color palettes for visualization based on principles of perception

Course Outcome

Paper Code	BMM 327
Paper Title	Advanced HR analytics
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To be able to take strategic decision using predictive analytics in HR
CO 2	To improve organizational performance through high quality talent related decisions
CO 3	To expose HR fraternity to critical HR issues associated with business
CO 4	Discuss various real world scenarios where analytics has been utilized to solve complex HR problems

Introductory Note about ISBM Curriculum - BBA

A. Need, objectives and main features of the curriculum

- a. **Need** – Entrance of Multinational Companies in the domestic department has increased the requirement of professionals in the management sector. The major aspect of introducing the BBA program is to provide trained and employable professional to the industry as per the necessity. The courses are based on the present day requirement of specialized management professionals at various levels in the organization
- b. **Objectives** – The primary objective of the department is to prepare the post-graduate management students as young professionals, who are equipped with latest knowledge and technology required in the current market scenario. The other objective includes making these budding managers more employable as per the industry demands.
- c. **Main features of the curriculum** –
 - i. Regularly updated curriculum as per the international standards
 - ii. Latest methods and techniques are being adopted
 - iii. As per the requirement of the industry
 - iv. Case-based teaching methodology is used
 - v. More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.

B. Role of the curriculum in the national development - The curriculum of BBA is so designed that it helps the students to become not only more employable but also encourage them to become entrepreneur. We at ISBM motivate our students to be self-dependent, aspires them to become leaders rather than followers.

C. Global trends reflected in the curriculum – The curriculum is designed while consulting a number of National and International Universities. Some of the universities consulted were, University of Pune, University of Mumbai, Delhi University, University of Marseilles, and Harvard University. The syllabi comprises of both National issues as well as issues important on Global terms. Any changes in the global curriculum is also tried to be reflected in the current syllabi of the department.

D. Possibility, Motivation and Scope for Self Learning – To inspire and motivate the students for self-learning process, Seminars/ Workshops are included in the core curriculum, which aspires the students to learn new concepts and share it with others through presentations. Out of every four lectures allotted to each faculty, one is made compulsory as presentation class. Thus, student not only undergoes learning but also many-a-times implementing the concept through the help of various workshops.

E. Placement opportunities, etc – The curriculum offering a better chance of learning among the students, thus also offers better placement opportunities for them. The time-table is so designed that it helps the student to grow their personality and communications skills also along with their

regular studies. Aptitude tests, group discussions, rigorous mock interviews help the students to churn up better placement offers for themselves during the placement exercise. In all, we believe in generating a more employable management professional from ISBM.

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT
Teaching and Examination Scheme for BBA (3 Year Program)
Proposed Edition – 2022-25

YEAR: 1

SEMESTER: I

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weightage (in %)	
				L	T	P		CE	ESE
		A. Programme Core							
1	BM 105	Introduction to Accounting	4	4	-	3	40	60	
2	BM 107	Organization Behavior	4	4	-	3	40	60	
3	BM 109	Principles of Management	4	4	-	3	40	60	
4	BM 111	Principles of Economics	4	4	-	3	40	60	
5	BM 183	Fundamentals of Business Mathematics	4	4		3	40	60	
6		Introduction to Financial Market (Deliver by BIL)	4	4		3	40	60	
7		Commercial banking in India: a beginners module(NCFM)	4	4		3	40	60	
8		Securities market a beginners module (NCFM)	2		4				
		B. University core							
9	EN-105	Professional Communication 1	2	2		3	40	60	
10	PC 101	Proficiency in Co-Curricular Activities– I	2				100		
11.	FD-102	Foundation Course I	1	2					
12	ES 101	Environmental Studies	2	2					
		C. University Open Elective (Any one from the list attached may be selected)	2	2		3	40	60	

		Total	39						
		Total Teaching Load		36					

L- Lecture

T – Tutorial

CE – Continuous Evaluation

S – Seminar

P – Practical

ESE – End Semester Evaluation



GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT
Teaching and Examination Scheme for BBA (3 Year Program)
Proposed Edition – 2022-25

YEAR: 1

SEMESTER: II

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weightage (in %)	
				L	T	P		CE	ESE
		A. Programme Core							
1	BM 102	Introduction to Marketing	4	4	-	-	3	40	60
2	BM 106	Financial Management(NSE Module)	4	4	-	-	3	40	60
3	BM 208	Statistics & QT	4	4	-	-	3	40	60
4	BM 206	Business Strategy & Corporate Governance Ethics	4	4	-	-	3	40	60
5	BM 209	Business Law	4	4			3	40	60
6		Business Across Cultures	4	4			3	40	60
7		Legal aspect of Banking(Deliver by BIL)	4	4			3	40	60

8		Bank Credit Management(Deliver by BIL)	4	4		3	40	60
9		Mutual funds a Beginners module-NCEM						
		Financial markets a beginners module-NCEM						
		B. University Core						
10	EM 102	Employability Skills- I	1		2		60	40
11	PC 102	Proficiency in Co-Curricular Activities– II	2				100	
12	FD 102	Foundation Course II	1	2				
		C. University Open Elective Elective (Any one from the list attached may be selected)	2	2		3	40	60
		Total	38	36	2			
		Total Teaching Load		36				

L- Lecture T – Tutorial

CE – Continuous Evaluation

S – Seminar P – Practical

ESE – End Semester Evaluation



GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT

15		D. University Open Elective (Any one from the list attached may be selected)	2	2			3	40	60
		Total	44	38		2			
		Total Teaching Load		38					

L- Lecture T – Tutorial

CE – Continuous Evaluation

S – Seminar P – Practical

ESE – End Semester Evaluation

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT
Teaching and Examination Scheme for BBA (3 Year Program)
Proposed Edition – 2022-25

YEAR: 2

SEMESTER: IV

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weightage (in %)	
				L	T	P		CE	ESE
		A. Programme Core							
1	BM 401	Industrial Training on Human Resource	4	-	-	-		100	
2	BM 402	Industrial Training on Sales and marketing	4	-	-	-		100	
3	BM 403	Industrial Training on Accounting and finance	4	-	-	-		100	
4	BM 404	Industrial Training on operation & TQM	4	-	-	-		100	
5	BM 405	Industrial Training on Log Book	4	-	-	-		100	
		Total	20						

L- Lecture

T – Tutorial

CE – Continuous Evaluation

S – Seminar

P – Practical

ESE – End Semester Evaluation

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT
Teaching and Examination Scheme for BBA (3 Year Program)
Proposed Edition – 2022-25

YEAR: III

SEMESTER: V

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weightage (in %)	
				L	T	P		CE	ESE
		A. Programme Core							
1	BM 301	Project Management	4	4			3	40	60
2	SI 301	SIP Presentation (Practical / Sessional(s))	2			4		60	40
		B. Programme Elective							
3		Commercial Banking Operation(Deliver by BIL)	4	4			3	40	60
4		Wealth Management(Deliver by BIL)	4	4			3	40	60
5		Marketing of Financial Product(Deliver by BIL)	4	4			3	40	60
		Interest Rate Derivatives A Beginners module							
		C. University Core							
6	EM 301	Employability skills –IV	1			2		60	40
7	PC 301	Proficiency in Co-Curricular Activities– V	2						
		D. University open Elective	2	2			3	40	60
		Total	23	18		06			
		Total Teaching Load		18					

L- Lecture T – Tutorial
S – Seminar P – Practical

CE – Continuous Evaluation
ESE – End Semester Evaluation

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT
Teaching and Examination Scheme for BBA (3 Year Program)
Proposed Edition – 2022-25

YEAR: 3

SEMESTER: VI

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weightage (in %)	
				L	T	P		CE	ESE
		A. Programme Core							
1	DE 302	Research Report Presentation	2					100	
2	BM 302	Entrepreneurship & Small Scale Business Management	4	4			3	40	60
3.		Balance, Happiness Work-Life Balance	4	4			3	40	60
4		B. Programme Elective							
5		IT in Banking(Deliver by BIL)	4	4			3	40	60
6		Rural Banking (Deliver by BIL)	4	4			3	40	60
7		Foreign Exchange Market and International Finance/ Banking (Clearing Settlement and Risk Management Modules)	4	4			3	40	60
8		D. University open Elective (Any one from the list attached	2	2			3	40	60
		Total	24	22					
		Total Teaching Load		22					

L - Lecture T – Tutorial

CE – Continuous Evaluation



GYANVIHAR

SCHOOL OF BUSINESS MANAGEMENT

Proposed ELECTIVES for BBA (3 Year Program)

	BBA (Regular): 4 MAJOR & 2 MINOR ARE TO BE SELECTED
	FROM AMONG FOLLOWING ELECTIVE LISTS.
S.No.	Course
	ELECTIVE: Finance & Banking
	IT in Banking(Deliver by BIL)
	Rural Banking (Deliver by BIL)
	Foreign Exchange Market and International Finance/ Banking (Deliver by BIL)
	Commercial Banking Operation(Deliver by BIL)
	Wealth Management(Deliver by BIL)
	Marketing of Financial Product(Deliver by BIL)
	Legal aspect of Banking(Deliver by BIL)
	Bank Credit Management(Deliver by BIL)
	Introduction to Financial Market (Deliver by BIL)

	University Elective

BM 105	Introduction to Accounting
Prerequisite	Completion of senior secondary course.
Learning Objectives	The Learning Objectives of the course are:
	Develop and understand the nature and purpose of financial statements in relationship to decision making.
	Develop the ability to use the fundamental accounting equation to analyze the effect of business transactions on an organization's accounting records and financial statements
	Develop the ability to use a basic accounting system to create (record, classify, and summarize) the data needed to solve a variety of business problems.
	Develop the ability to use accounting concepts, principles, and frameworks to analyze and effectively communicate information to a variety of audiences.
	Develop the ability to use accounting information to solve a variety of business problems.
Salient features	The students will be able to:
	Conceptualize Basic accounting
	Handle the financial Statements, Capital and Revenue Expenditures
	Handle the accounts of NPO and Bills of Exchange
Utility	The student will be able to gather knowledge for the practical aspects of Financial Management.
UNIT – I	Introduction to Accounting:
	Accounting Mechanics, Journal Ledger – Meaning, Posting and Balancing, Principal of accounting-concept, Conventions and elementary knowledge of Accounting Standard.
UNIT – II	Preparation of Financial Statement:
	Trial Balance and Adjustments, Profit & Loss Accounts, Form of Balance Sheet
UNIT – III	Capital & Revenue Expenditure and Receipts:
	Capital & Revenue Profit & Loss
UNIT – IV	Accounting for Non-Profit Organization:
	Receipts and Payments Accounts, Income and Expenditure Problems
UNIT – V	Bills of Exchange:
	Parties to a Bills of Exchange, Types, Promissory Notes, Dishonor of Bills, Retiring of Bills, Bank Reconciliation Statement
Text Book	<ol style="list-style-type: none"> 1. Book-Keeping and Accounts 8th Edition Frank Wood, Sheila Robinson 2. Accounting Principles: A Business Perspective Roger Herman son, Georgia State University James Edwards, University of Georgia Michael Maher, University of California at Davis
Reference Books	<ol style="list-style-type: none"> 1. S. N. Maheshwari: - Advanced Accountancy, Vol I & II. 2. Sharma, Shah & Agarwal – Financial Accounting
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/ Ppt
Recommended by BOS on :	
Approved by Academic	

Council on :	
Practicals	<ol style="list-style-type: none"> 1. Preparation of Journal 2. Preparation of Ledger 3. Application of Accounting Standards 4. Trial Balance Preparation 5. Preparation of Profit and Loss Account 6. Adjustment in P& L Account 7. Balance Sheet and Adjustments 8. Accounting for Non-Profit Organizations 9. Accounting for Bills receivable 10. Accounting for bills payable 11. Income and expenditure account 12. Bills of Exchange 13. Preparation of Promissory notes 14. Bank Reconciliation Statement

BM 107	Organizational Behavior
Prerequisite	Completion of senior secondary course.
Learning Objectives	<p>The Objectives of the course are:</p> <p>The objective of this paper is to analyze and compare different models used to explain individual behavior related to motivation and rewards and to identify the processes used in developing communication and resolving conflicts, explain group dynamics and demonstrate skills required for working in groups (team building)</p>
Salient features	<p>The students will be able to</p> <ul style="list-style-type: none"> • Conceptualize different types of Attitudes. • To get to understand nature of OB. • Involve in personality aspect concept.
Utility	The student will be able to gather knowledge for the practical life and profession.
UNIT – I	Introduction to Organization Behavior:
	Concept of Organizational Behavior (OB)- Importance of Organizational Behavior, Key Elements of Organizational Behavior, Role of Managers in OB- Interpersonal Roles-Informational Roles- Decisional Roles, Foundations or Approaches to Organizational Behavior, Challenges and Opportunities for OB
UNIT – II	Individual Dimensions of Organization Behavior:
	Nature and meaning of Interpersonal Behavior, Concept of Self, Transaction Analysis (TA), Benefits and uses of Transactional Analysis, Johari Window Model, Individual Behavior and Learning, Personality, Motivation – Theories and Models
UNIT – III	Leadership and Group Behavior:
	Definition and Meaning, Theories of Leadership, Contemporary Business Leaders. Meaning and Importance of Groups, Reasons for Group Formation, Types of Groups, Stages of Group Development, Meaning and Importance of Teams, Types of Teams, Creating an Effective Team
UNIT – IV	Introduction to Organization Culture
	Meaning and Nature of Organization Culture - Origin of Organization Culture, Functions of Organization Culture, Types of Culture, Creating and Maintaining Organization Culture, Managing Cultural Diversity, Organization Change and Development: Definition and Meaning, Need for Change, Strategies to Overcome Resistance, Process of Change, Meaning and Definition of OD, OD Interventions
UNIT- V	Behavioral Aspects:
	Perception, Attitude and Value.
Text Book	1. Luthans F. Organizational Behaviour, New York, McGraw Hill

	2. Robbins S.P. Organizational Behaviour, New Delhi, Prentice Hall of India
Reference Books	1. Chandan J. S. Organizational Behaviour, Vikas Publication New Delhi 2. Fundamentals of Organizational Behaviour - Slocum/Hillriegel, Cengage Learning 3. Organizational Behaviour, Aquinas P. G, Excel BOOKS.
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on :	
Practicals	1. Managerial skills 2. Management game 3. Business simulation games 4. Comparison of different organization in terms of work culture policies etc 5. Time management games 6. Management as art and science comparison 7. Motivational games in context with various motivational theories and models 8. Management games on team building 9. Individual behavior 10. Employee motivation training

BM 109	Principles of Management
Prerequisite	Completion of senior secondary course.
Learning Objectives	The Objectives of the course are: 1. Discuss and communicate the management evolution and how it will affect future managers. 2. Observe and evaluate the influence of historical forces on the current practice of management. 3. Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues. 4. Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment. 5. Practice the process of management's four functions: planning, organizing, leading, and controlling. 6. Identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences. 7. Gather and analyze both qualitative and quantitative information to isolate issues and formulate best control methods.
Salient features	The students will be able to 1. Conceptualize the basic knowledge of management. 2. To understand the application of management principles in contemporary business challenges 3. To understand the basics of the business dynamics.

Utility	From the knowledge of principles managers get indication on how to manage an organization. The principles enable managers to decide what should be done to accomplish given tasks and to handle situations which may arise in management. These principles make managers more efficient.
UNIT – I	Nature and Scope of Management
	Definition, Functions, Process, Scope and Significance of Management. Nature of Management, Managerial Roles, Managerial Skills and Activities, Difference between Management and Administration. Significance of Values and Ethics in Management. Evolution of Management Thought, Approaches of Management Thought, Functions of Management.
UNIT – II	Management Functions and Skills
	Management functions, Management role, functions at various levels of management, functional areas of management, management skills,
UNIT – III	Planning:
	Planning - Nature, Scope, Objective and Significance of Planning, Elements and Steps of Planning, Decision Making Organizing Principles, Span of Control, Line and Staff Relationship, Authority, Delegation and Decentralization. Effective Organizing, Organizational Structures, Formal and Informal Organizations, Staffing.
UNIT – IV	Organizing:
	Concept of organizing & Organization, Steps in organizing, Principles of organizing, Organization process, Motivating and Leading: Nature and Importance of motivation; Types of motivation; Directing Effective Directing, Supervision, Motivation, Different Theories of Motivation - Maslow, Herzberg, Mc Clelland, Vroom, Porter and Lawler, Job Satisfaction. Concept of Leadership- Theories and Styles. Communication Process, Channels and Barriers, Effective Communication
UNIT – V	Controlling
	Elements of Managerial Control, Control Systems, Management Control Techniques, Effective Control Systems. Coordination Concept, Importance, Principles and Techniques of Coordination, Concept of Managerial Effectiveness.
Text Book	1. Koontz O' Donnell Management International Student Wehrich Edition 2. Y. K. Bhushan Business Organization and Management Sultan Chand & Sons New Delhi
Reference Books	1. Drucker, F. Peter - Management-Tasks, Responsibilities & Practices. 2. Koontz "O" Donnell Wehrich - Elements of Management. 3. Koontz H, "O" Donnell C - Management-A Book of Reading. 4. Drucker, F. Peter - The Practice of Management. 5. Terry and Franklin - Principles of Management 6. Stoner - Principles of Management 7. William H. Newman and - The Process of Management.
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Ppt
Recommended	

by BOS on :	
Practicals	<ol style="list-style-type: none"> 1. Managerial role 2. Management skills 3. Functions at various levels of management 4. Management games 5. Planning hurdles 6. Application of organization principles 7. Motivational games 8. Management control system 9. Process of controlling 10. Organizational structure
<p>Three Practicals from each unit .</p> <p>One simulation exercise.</p> <p>Practicals will be conducted as per the practicals manual</p>	

BM 111	Principles of Economics
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are:
	1. To familiarize the student with various theoretical concepts of Economics.
	2. To expose students to basic micro economic concepts
	3. To apply economic analysis in the formulation of business policies.
	4. To use economic reasoning to problems of business.
Salient features	The students will be able to
	<ul style="list-style-type: none"> • Conceptualize about economics and its importance • Understand basic concepts and jargons of economics. • Relate theory with practical life.
Utility	Students will acquire a working-knowledge of the formal concepts and techniques such that important branches of the contemporary economics and management literature become accessible.
UNIT-I	Introduction
<p>What Is Economics, and Why Is It Important? Microeconomics and Macroeconomics, How Economists Use Theories and Models to Understand Economic Issues, How To Organize Economies: An Overview of Economic Systems, Choice in a World of Scarcity, How Individuals Make Choices Based on Their Budget Constraint, The Production Possibilities Frontier and Social Choices, Confronting Objections to the Economic Approach</p>	

UNIT – II	Demand and Supply
, Demand, Supply, and Equilibrium in Markets for Goods and Services, Shifts in Demand and Supply for Goods and Services, Changes in Equilibrium Price and Quantity: The Four-Step Process, Price Ceilings and Price Floors, Demand, Supply, and Efficiency, Labor and Financial Markets, Demand and Supply at Work in Labor Markets, Demand and Supply in Financial Markets, The Market System as an Efficient Mechanism for Information.	
UNIT – III	Elasticity
, Price Elasticity of Demand and Price Elasticity of Supply, Polar Cases of Elasticity and Constant Elasticity, Elasticity and Pricing, Elasticity in Areas Other Than Price, Consumer Choices, Consumption Choices, How Changes in Income and Prices Affect Consumption Choices, Behavioral Economics: An Alternative Framework for Consumer Choice, Production, Costs, and Industry Structure, Explicit and Implicit Costs, and Accounting and Economic Profit, Production in the Short Run, Costs in the Short Run, Production in the Long Run, Costs in the Long Run.	
UNIT – IV	Perfect Competition
,Perfect Competition and Why It Matters, How Perfectly Competitive Firms Make Output Decisions, Entry and Exit Decisions in the Long Run, Efficiency in Perfectly Competitive Markets, Monopoly, How Monopolies Form: Barriers to Entry, How a Profit-Maximizing Monopoly Chooses Output and Price, Monopolistic Competition and Oligopoly, Monopolistic Competition, Oligopoly.	
UNIT – V	Inflation
Tracking Inflation, How to Measure Changes in the Cost of Living, How the U.S. and Other Countries Experience Inflation, The Confusion Over Inflation, Indexing and Its Limitations, The International Trade and Capital Flows, Measuring Trade Balances, Trade Balances in Historical and International Context, Trade Balances and Flows of Financial Capital, The National Saving and Investment Identity, The Pros and Cons of Trade Deficits and Surpluses, The Difference between Level of Trade and the Trade Balance	
List of Expt.	
Text Book	1. Steven A. Greenlaw, David Shapiro, “Principles of Economics”, 2nd Edition, Rice University - OpenStax, 2020. ISBN-13: 978-1947172371 (Available under CC-BY license at https://openstax.org/details/books/principles-economics-2e)
Reference Books	<ol style="list-style-type: none"> 1. N. Gregory Mankiw, “Principles of Economics”, 8th Edition, Cengage Learning, 2016. ISBN-13: 978-0357038314. 2. Niall Kishtainy, “The Economics Book: Big Ideas Simply Explained”, 1st Edition, DK Publishers, 2012. ISBN-13: 978-0756698270. 3. Yves Hilpisch, “Python for Finance: Mastering Data-Driven Finance”, 2nd Edition, O’Reilly Media, 2018 ISBN-13: 978-1492024330. 4. Quentin Batista, Thomas Sargent and Jesse Perla, “QuantEcon DataScience: Introduction to Economic Modeling and Data Science”, Center for Innovative Data in Economics, Vancouver School of Economics, UBC, 2020.
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on :	

Practical to be conducted:	Performing the role of Economist 2. Diagrammatic representation of a utility curve. 3. Forming a utility schedule with TU, MU & AU 4. Making a schedule for demand analysis 5. Small project work on demand Analysis 6. Graphical plotting of the demand schedule. 7. Making a schedule for supply analysis 8. Graphical plotting of the supply schedule. 9. Making of cost concept schedule 10. Numerical solution of cost concepts 11. Diagrammatic plotting of cost concepts 12. plotting of variable proportion schedule & Graph 13. Diagrammatic presentation of perfect competition 14. Diagrammatic presentation of monopoly market 15. Diagrammatic presentation of monopolistic competition
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BM 183	Fundamentals of Business Mathematics
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are:
	To create an understanding regarding the topic.
	To gain knowledge about Algebra.
	To have understanding about linear Simulation equation. Able to analyze different types of menstruation and Geometry.
Sailent Features	The students will be able to
	Get elementary yet essential background of mathematical method so that as managers they may use themselves in business analysis and decision making
Utility	Students will gain understanding on the fundamental concepts of mathematics and statistics and its application in business decision making
UNIT - I	Introduction to Arithmetic

Averages, mixtures, Computation of interest, discounting of bills, Percentages, ratios and proportions.	
UNIT – II	Algebra:
Arithmetic Progression (A.P.) Geometric Progression (G.P.) and Harmonic Progression (H.P.) with simple practical applications in real life business environment, set theory and its real life Practical applications. Permutations and Combinations, Binomial Theorem, Determinants with simple applications for solution of Linear simultaneous equations using Cramer’s Rule, Matrices with simple application for solution of linear simultaneous equations using matrix inversion method.	
UNIT - III	Interest
Indices and surds, Compound interest, Linear simultaneous equations (3 variables only), Quadratic equations	
UNIT - IV	Calculus
Real number systems, constants and variables, functions. Graphical representations of functions, limits and continuity of functions, first principle of differential calculus, derivations of simple algebraic functions and application of derivatives in Economic and Commerce. Maximum and minimum	
UNIT – V	Geometry
Differentiation , Optimization using Calculus, Point of inflexion absolute and local maxima and minima, Derivative as a rate measure, Application in Business	
Text Book	<ol style="list-style-type: none"> 1 Mathematics for Economics and Business by R.S. Bhardwaj . 2. Business Mathematics by Padmalochan Hazarika. 3. Business Mathematics by D.C. Sancheti and V.K. Kapoor. 4. Mathematical Economics by Dowling, T. Edward. 5. Mathematical Analysis for Economics by Allen, RGD
Reference Books	<ol style="list-style-type: none"> 1. A.P Verma – Business Mathematics & Statistics – Asian Books 2. M.R. Varade – Basic Mathematics & Statistics – Vidyan and Prakashan
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Ppt
Recommended by BOS on :	-----

	<p>Practicles</p> <ol style="list-style-type: none"> 1. Calculate average 2. Discount of bill 3. Compound interest 4. Linear simultaneous equation 5. Area and perimeter of triangle 6. Circle and parallelogram 7. Volume and surface of cube. 8. Point of inflexion absolute and local maxima 9. Optimization using Calculus 10. Derivative as a rate measure
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BM 102	Introduction to Marketing
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are:
	1. To create an understanding of the basics and concepts of Marketing
	2. To gain knowledge about the different product, pricing and promotional decision making processes for different products / services and brands and techniques related to them developed in marketing and advertising research lab.
	3. To come across different cases of marketing and learn different marketing tools related to solve them.
	4. Able to analyze different barriers to marketing and learn the methodologies to solve them.
Salient features	The students will be able to
	1. Able to conceptualize different cases of Marketing (National, International, Street, Localized and rural).
	2. Able to conceptualize different types product pricing, packaging and promotion simulations.
	3. Able to take decisions for different product, pricing and promotion of different products / services and brands
	4. Implement the methodologies to analyze different barriers to marketing and solve them.
	5. Different promotional, packaging and other advertising simulations for different brands

Utility	Students will demonstrate strong conceptual knowledge in the functional area of marketing management. Students will demonstrate effective understanding of relevant functional areas of marketing management and its application.
UNIT – I	Introduction to Marketing:
	Definition, Concept of Exchange-Needs & Wants, Economic Utility, Evolution of Marketing, Marketing Concept, Marketing Myopia, Significance of Marketing, Delivering Values, Satisfaction & Retention: Business components, Customer satisfaction, Concept of value, Analyzing market opportunities: Marketing environment: Macro environmental factors
UNIT – II	Consumer behavior
	Consumer behavior, Organizational markets & buying behavior, Market segmentation & market Targeting..
UNIT – III	Planning Marketing Strategy
	Strategic Planning Process, marketing and competitive strategies, Marketing Mix strategy, Marketing mix and environment, Assembling and managing marketing mix
UNIT – IV	Marketing Channels and Distribution
	Nature of marketing channels, Role of marketing channels, Functions of marketing channels, Designing distribution channels, Channel management, Channel dynamics
UNIT – V	Product Policy and Promotion
	Product and product line, Product classification, product mix strategy, Product life cycle, New product development, Branding and packaging, Benefits of advertising, Developing and advertising program, Sales promotion, public relation, personal selling, Pricing, significance of pricing, Price adjustments, Effect of price change
List of Expt.	
Text Book	<ol style="list-style-type: none"> 1. Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2012), Marketing Management A South Asian Perspective, 14th Edition, Pearson Education, New Delhi. 2. Ramaswamy, V. S., & Namakumari, S. (2017), Marketing Management: Indian Context with Global Perspective, McGraw hill
Reference Books	<ol style="list-style-type: none"> 1. Kotler, Philip. Marketing Management, Millennium Edition. Intl ed. US: Prentice Hall, 2002. ISBN: 8120316096. 2. Principles of Marketing, Kotler and Armstrong, Pearson, 12th edition., 2008, ISBN: 978-81-317-1547-5
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on :	
List of Practicals:	
1. Lab Practical :	
List six factors in a company's micro-environment. Next go to a company's (for e.g. Wal-Mart's) website , search for its most recent annual report, how many of the six microenvironment factors can you find? Briefly describe each? And thus prepare a case study on the same.	
2. Field Work :	
Design a cause related marketing campaign for a small scale or local company (or hotel/showroom/jeweler/resort etc.) of your town in small groups and take it to that particular company's	

marketing manager or any other higher official working for its marketing and take his feedback on it. Then present a paper on your findings.

3. Lab Practical- Search on the web how various big business school's have positioned themselves and prepare a positioning statement for your business school.

4.Field Work

Go to a toy store (like Tiny Toons) in Jaipur. Select any 4 toys of different price ranges and using the value proposition mix prepare overall positioning strategy for the same.

Lab experiments:

1. How actual test marketing is done.
2. use of facial expression recognition system
3. use of different packaging
4. creating artificial point of purchase in the lab and analyzing consumer behavior
5. Search for the websites of different umbrella brands and classify their products as per the basic product classification.

5.Field Work :

Look for a local product of your town and create a strong brand name for it and then take it to its company, take their responses and come up with the response paper for the same.

6.Field Work:

Go to a nearby Starbucks and suppose that you are in the marketing team of a competitor brand then summarize the prices of CCD and come up with relevant pricing strategy for the same and present it in the class. You can also do a comparative analysis on any two brands a prepare a case study.

Lab Experiments:

12. preparing new ad – appeals
13. preparing jingles
14. analyzing print and commercial ads of various firms

7. Lab Work :

Look for any particular brand's website and go through its distribution details, draft a short memo detailing the recommendations for expansion or shrinkage.

Three Practicals from each unit .

One simulation exercise.

Practicals will be conducted as per the practicals manual

BM 209	BusinessLaw
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are :
	To Assess and apply the fundamental legal rules regarding contractual agreements pertaining to the business world to manage businesses effectively.
	To interpret and apply the law relating to the sale of goods as a legal advisor in an organization.
	To analyse and apply the fundamental legal principles behind negotiable Instruments.
	To interpret and apply the law relating to the consumer protection and market competition Act.
Salient features	The students will be able to
	Able to conceptualize different types of legal report writing
	Able to get an understanding
	Can involve in group discussions
Utility	The student will be able to demonstrate and apply the various legal matters related to the establishment, running, and winding up of a company as a legal advisor in an organization.
UNIT – I	Introduction to legal Environment:
	Definition of Law, Classification of law, Indian judiciary system, Indian Contract Act, 1872:Essentials Of Valid Contract, Discharge Of Contract, Remedies For Breach Of Contract, Hypothecation, Mortgage, QuasiContracts, Special contracts: Contracts of Indemnity, Guarantee, Bailment, Pledge andAgency
UNIT – II	Sale of Goods Act 1930 :
	Nature of Contract of Sale; Formation of Contract of Sale, Agreement to Sell, Conditions and Warranties, Transfer of Property in Goods, Performance of the Contract of Sale, Remedies for Breach, Unpaid Seller and his rights, rights of buyers, Sale by Auction.
UNIT – III	The Negotiable Instruments Act 1881:
	Definition, Features and types of negotiable instruments; Methods of negotiation of Instruments; holder and holder-in-due Course; Endorsement and delivery of a negotiable instrument; Presentation of Negotiable Instrument. Banker and Customer: An introduction; Crossing of a cheque; Types of crossing; Bouncing of cheques;

Obligations of Banker and Customer; Dishonor and discharge of negotiable instruments.	
UNIT – IV	Consumer Protection Act 1986
Basic Concepts: Complaint, Complainant, Consumer, Rights of Consumer, Consumer Forums: Their Role, Powers and Functions, Procedure for Consumer Grievance Redressed Major Decided Cases.	
UNIT – V	The Companies Act 2013:
An Overview; Nature and kinds of Companies; Formation of a company; Company Management; Company Meetings.	
List of Expt.	
Text Book	Business Law; Legal Environment, Online Commerce, Business Ethics and International Issues. Cheeseman, 6th ed. Elements of Mercantile Law by N.D. Kapoor
Reference Books	Avtar Singh - Principles of Mercantile Law (Eastern Book Company, 7 th Edition). N.D Kapoor & Rajni Abbi-General Laws & Procedures (Sultan Chand & Sons)
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	
Practical:	<ol style="list-style-type: none"> 1. Preparing Contractual agreement 2. Preparing Hypothecation agreement 3. Preparing Mortgage contract 4. Preparing agency agreement 5. Preparing warranty agreement 6. Preparing different types of cheques 7. Preparing memorandum of association 8. Preparing articles of association 9. Preparing a format of prospectus

10. Preparing a format for winding up of company
11. Preparing online submission of company related documents
12. Preparing agenda for the meetings and preparing registers of the company
13. Conducting board meeting and preparing minutes of the meeting
14. Preparing note for mock winding up of the company as a official liquidator
15. Preparing statement creating charge on immovable property
16. Taking permission under various pollution control laws for starting a business unit
17. Preparing consent of the director and director's report

Three Practical from each unit .

One simulation exercise.

Practical will be conducted as per the practical manual

BM 207	Cost & Management Accounting
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are :
	This course seeks to give an understanding of the ways in which management accountants can provide relevant information for a variety of decisions to be made in managing any organization
	To Analyze the financial position with the help of ratio analyze
	To analyze the cash position with the help of AS-3
	Able to analyze Material and Labor Cost Variance
Salient features	The students will be able to
	Able to conceptualize basic financial Statements
	Able to analyze the financial statements with the help of ratio analysis
	Able to analyze the variances in cost of material and labor
Utility	Students should be able to identify, use and interpret the results of costing techniques appropriate to different activities and decisions; formulate and use standards and budgets for planning and control purposes; understand the role of responsibility accounting and performance measurement; understand the behavioral implications of performance measurement and transfer pricing systems in divisionalised businesses; appreciate the need to relate management accounting systems to contemporary thinking about organizational planning and control.
UNIT – I	Overview of Cost Management Accounting
	Definition, Scope and functions Of Management Accounting and difference between Management Accounting and Financial Accounting, Strategic Decisions and The Management Accountant, Decision making, Planning and control, Cost-Benefit Approach, The Chief Financial Officer and The Controller
UNIT – II	Financial Statement Analysis:
	Ratio Analysis – Concept, types of Ratio, Application of Various Ratios. Interpretation of various Ratio, importance & limitation of Ratio
UNIT – III	Cash Flow Statement:
	Introduction, Elements of Cash flow, AS- 3, Preparation of cash flow statement
UNIT – IV	Cost Accounting:
	Introduction to Cost Accounting: Meaning & Definition, scope & use of Cost Accounting, Cost Centre, Cost Accounting & Financial Accounting, Cost Concepts, Classification of Cost.
UNIT – V	Elements of Cost Accounting:
	Sales, Material, Labor, Overhead
List of Expt.	
Text Book	Cost Accounting - A Managerial Emphasis, 14th Edition, Hongren, Datar & Rajan, Pearson
Reference Books	<ol style="list-style-type: none"> 1. Khan and Jain - Management Accounting (Tata McGraw-Hill) 2. Sinha- Accounting and Costing for Management (Excel Books) 3. Horngren et al - Introduction to Management Accounting (Prentice hall, 12th edition)
Mode of Evaluation	
Recommended by BOS on :	
Approved by	

Academic Council on :	
Practical:	<ol style="list-style-type: none"> 1. Generally accepted Accounting Principles. 2. Accounting Standards. 3 Financial Statements. 4 Profit & Loss Account 5 Balance Sheet 6 Formats of Profit & Loss Account & Balance Sheet. 7 What is Ratio Analysis, types of Ratio 8 Applications of Various Ratios. 9 Interpretation of various Ratio 10 Elements of Cash flow, AS-3 11 Preparation of cash flow statement 12 Sales, Material, Labor Variance 13 Overhead, Variance Analysis 14 Budgetary Controls 15 Classification of Cost <p>Three Practical from each unit .</p> <p>One simulation exercise.</p> <p>Practical will be conducted as per the practical's manual</p>

BM 202	Production and Operation Management
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are:
	1. To create an understanding of the operations and production processes and procedures.
	2. To gain knowledge about the different concepts used in production planning and operations management.
	3. To have understanding about total quality control, industrial safety measures and techniques
	4. Able to understand the latest techniques of OPM like C.A.D. , C.A.M., Artificial Intelligence etc..
Salient features	The students will be able to:
	<p>Appreciate the strategic role of OM in creating and enhancing a firm's competitive advantages</p> <p>Understand key concepts and issues of OM in both manufacturing and service organizations</p>

	Analyze business processes in services / manufacturing for improvement Identify the operational issues in the value addition processes of a firm
Utility	The student will be able to gather knowledge for the practical life and profession
UNIT – I	Operation Management
	Introduction, Operations Management and Strategy, Tools for Implementation of Operations, Industry Best Practices. Forecasting demand. Transportation and assignment problems. Operations Strategy, Competitive Capabilities and Core Competencies, Operations Strategy as a Competitive Weapon, Linkage Between Corporate, Business, and Operations Strategy, Developing Operations Strategy, Elements or Components of Operations Strategy, Competitive Priorities, Manufacturing Strategies, Service Strategies, Global Strategies and Role of Operations Strategy, Case-lets
UNIT – II	Production Management:
	Production Management: Integrated Production Management, System Productivity, Capital Productivity, Labor Productivity, Personnel Productivity, Training
UNIT – III	Facilities Planning:
	Capacity planning - process planning- aggregate planning - scheduling maintenancemanagement concepts - work study, method study, work measurement, work sampling, work environment
UNIT – IV	Material Management:
	Material management –an overview, production control, storage and retrieval system. Inventory control – ABC Analysis, JIT, EOQ, EOQ problems with shortage, allowed, standardization, and wastemanagement.
UNIT – V	TQM and Project Management:
	Concept of total quality(TQ). International quality certification and other standards and their applicability in design, manufacturing. Humanistic and marketing aspects of TQ. Total quality of services, Total quality and safety.
List of Expt.	
Text Book	1. R.V.Badi & N.V. Badi - Production & Operation Management (Vrinda Publications 3rd Edition) 2. Chary - Production and Operations Management (Tata McGraw-Hill, 9th Edition)
Reference Books	1. Raghuram G. (I.I.M.A.) - Logistics and Supply Chain Management (Macmillan, 1st Ed.) 2. Krishnan Dr. Gopal - Material Management, (Pearson, New Delhi, 5th Ed.) 3. Adam Jr Everetl E. R J – Production and Operations Management (Prentice-Hall, 5th Edition)
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	
List of Practical:-	. Unit –1 : Use of WinQSB forecasting module 2. Unit -2 : Facility location – problem solutions with WinQSB

	<p>3. Unit -2 : Rectilinear Distance problems & layout solutions through WinQSB.</p> <p>4. Unit -2 : LOB problems with Excel & Line Flexibility software's.</p> <p>5. Unit – 3 :Regression Analysis through MS-Excel</p> <p>6. LP module of WinQSB</p> <p>7. Using Excel's Solver Function for solving capacity Allocation problems</p> <p>8. ERP software – introduction</p> <p>9. Use of Smart draw software for solving PERT problems</p> <p>10. Use of Smart draw software for solving CPM problems</p> <p>11. Introduction to Artificial Intelligence software used in inventory management</p> <p>12. Introduction to Artificial Intelligence software used on shop floors</p> <p>13. Introduction to Artificial Intelligence software used for dispatch and rework management.</p> <p>14. Visit to industries to observe the location and layouts</p> <p>15. Visit to industries to understand TQM and ISO certification process</p> <p>Three Practical from each unit .</p> <p>One simulation exercise.</p> <p>Practical will be conducted as per the practical manual</p>
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BM 204	Research Methods in Management
Prerequisite	Completion of senior secondary course with basic IQ Level
Learning Objectives	The Objectives of the course are:
	The primary objective of this course is to develop a research orientation among the scholars and to acquaint them with fundamentals of research methods
	Students should be able to identify the overall process of designing a research study from its inception to its report.
	Students should be familiar with ethical issues in educational research, including those issues that arise in using quantitative and qualitative research
	The course aims at introducing them to the basic concepts used in research and to scientific social research methods and their approach

	To identify various sources of information for literature review and data collection.
Salient features	The students will be able to
	Evaluate research articles using applicable research methods and tools associated with social science and business practice
	Select appropriate quantitative, qualitative, and/or mixed methods sources to support theoretical foundations in management
	Demonstrate mastery of writing technique in APA format associated with article review, case study, annotated bibliography, and content analysis
Utility	The student will be able to organize and conduct research in a more appropriate manner, write a research report and thesis and write a research proposal.
UNIT – I	Research & Research Design:
	Meaning and Importance of Research - Process of Research - Types of Research - Defining Research Problem - Formulation of Hypothesis. Research Design: Exploratory Research - Descriptive Research - Causal Research - Sampling and Sampling Design - Sampling Techniques - Sample Size determination Decision Theory, Decision making under Certainty, Risk, Uncertainty, Criteria for Decision Making Pessimism, Regret, EMV, EOL, Cost and Value of Information, Determination of EVPI
UNIT – II	Data Collection:
	Primary and Secondary Data, Sources of Gathering Information- Respondents, Experiments, Simulation and Panels - Construction of Questionnaire - Editing, Coding and Classification of Data - Tables and Graphic Presentation, Measurement and Scaling Nominal Scale - Ordinal Scale - Interval Scale - Ratio Scale - Likert Scale Semantic Differential.
UNIT – III	Sampling:
	Sampling, sampling process, probability techniques, non-probability technique
UNIT – IV	Hypothesis Testing:
	Two-tailed and one tailed hypothesis, chi-square and analysis of variance, simple regression and correlation, the sign test, the raun test, the man-whitney test, rank correlation, Basics of Hypothesis- Parametric and non-Parametric test Non parametric test - Mc Nemar, Sign Test - One and Two Samples, Run Test, Wilcoxon Matched Pair Test, Mann Whitney-U Test, Kolmogorov-Smirnov D Test, Kruskal- Wallis Tests.
UNIT – V	Data Analysis
	Multi-Variate Analysis - Multiple Regression Analysis - Concepts and Applications of Discriminant Analysis and Factor Analysis, Cluster Analysis for Market Segmentation, Multidimensional Scaling for Brand Positioning, Conjoint Analysis for Product Design. Report Preparation and Presentation.
Text Book	<ol style="list-style-type: none"> 1. Kothari C R – Research Methodology Methods & Techniques (New Age International Publishers) 2. Saunders - Research Methods for Business students (Prentice hall, 2nd Edition, 2007)
Reference Books	<ol style="list-style-type: none"> 1. Panneer Selvam - Research Methodology (Prentice Hall of India, Edition 2008) 2. Gravetter - Research Method for Behaviourial Sciences (Cengage Learning)
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	

Practical:

1. Analysis of exploratory research design using software's
2. Analysis of descriptive research design using software
3. Preparing questionnaire using software
4. Preparing interview
5. Preparing survey
6. Preparing a report on banking company
7. Prepare a report on ethical hacking
8. Preparing diagnostic research design
9. Derivation of rank sum test using SPSS
10. Derivation of chi –square problem using SPSS
11. Derivation of ANNOVA problem using SPSS
12. Derivation of Z test using SPSS
13. Derivation of T test using SPSS
14. Derivation of regression using SPSS
15. Derivation of mean, mode & median using SPSS
16. Derivation of mann whitney U test using spss

Three Practical from each unit .

One simulation exercise.

Practical will be conducted as per the practical manual

BM 206	Business Strategy & Corporate Governance Ethics
Prerequisite	Completion of senior secondary course with basic IQ Level
Learning Objectives	The Objectives of the course are :
	Understand the nature of competition and industries at an advanced level.
	Understand how external forces such as social, political/legal, economic, and technological,
	Understand the sophisticated relationships among the functional areas of an organization (marketing, human resources, production, finance, and accounting) and how effective strategic planning requires a concerted effort among all functional areas.
	Understand strategy research, including extensive use of the internet as a research tool
Salient features	The students will be able to
	Use analytical and problem-solving skills in decision making.
	Be knowledgeable about the differences among global economies, institutions, and cultures and understand the implications these have on global management.
Utility	The student will be able to apply the strategic management model to the analysis of an ongoing enterprise, including industry, environmental, and firm assessments; firm, business, and functional strategic assessments; development and evaluation of strategic alternatives; and strategic implementation and control
UNIT – I	Introduction to Business Strategy
	Introduction, Concept of Business Strategy, Need for Business Strategy, Essentials of Effective Strategy, Effects of Inadequate Strategies, Functions of Business Strategies
UNIT – II	External, Operating & Internal Environment:
	Social, Ethical, Economic, Technological, Legal/Political, Global Environment, Sources of External Environment Information, External Stakeholders & Environmental Uncertainty, Competitive forces- customers, suppliers, existing competitors, potential competitors and entry barriers, Internal resource and competitive advantage
UNIT – III	Strategic Alternative Development:
	Value of developing strategic alternatives, Generic Business Strategies, corporate strategies, Functional strategies
UNIT – IV	Structure & Strategy:
	Strategy structure fit, Business level structures – Functional, product/market, project matrix, network, Corporate level structures – divisional, strategic business units, corporate matrix, translational
UNIT – V	Strategic Control:
	Meaning of strategic control, System, elements of strategic control system, Feed forward control, feedback control and concurrent control, Criteria for evaluation – quantitative/qualitative, Corporate restructuring
List of Expt.	
Text Book	<ol style="list-style-type: none"> 1. Prasad, LM – Business Policy & Strategy – Sultan Chand & Sons 2. Michael, VP – Globalization, Liberalization & Strategic Management – McGrawHill

Reference Books	<ol style="list-style-type: none"> Grant, RM – Contemporary Strategy Analysis – Blackwell Publishers Harrison, J.S, St. John, CH – Strategic Management of Organizations & Stakeholders –South Western College Publishing
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	

BM 208	Quantitative Techniques & Business Statistics
Prerequisite	Completion of senior secondary course with basic IQ Level
Learning Objectives	The Objectives of the course are :
	Understand relevance & need of quantitative methods for making business decisions
	Demonstrate a sound knowledge of fundamentals of statistics and statistical techniques
	Able to apply quantitative methods to solve a variety of business problems
	Able to understand the latest techniques of Q.T.
Salient features	The students will be able to:
	<ol style="list-style-type: none"> Able to conceptualize different concepts used in Q.T. Able to implement the knowledge about the different scientific theories used in business simulations. Able to implement the latest techniques of of linear programming, matrix, decision theory, game theory
Utility	Provides students with quantitative skills that are required to make business decisions. These skills involve using statistical, forecasting and estimation techniques. Formulation and application of mathematical models in business decision making scenarios.
UNIT – I	Introduction:
	Definition & classification of quantitative techniques, methodology, advantages. Definition of matrix, their types & operations, determinant of a matrix, ad joint & inverse of a matrix, methods of matrix to solve linear equations
UNIT – II	Transportation and Assignment Problems:
	Methods of solving transportation Problem, MODI Method, their issues & techniques to solve them, Methods of making initial assignment, optimality test methods, their issues & techniques to solve them, concept, method to solve them – hungarian method, their issues.
UNIT – III	Measures of Central Tendency:
	Measure of Central Tendency Mean, Median, Quartiles, Deciles, Percentiles, Mode, Geometric mean, Harmonic mean, Merit and demerit of all the averages
UNIT – IV	Data and Measures of Dispersion
	Introduction to statistics, Meaning and scope, Limitation of Statistics, Data, Types of data, Methods of data collection Measure of Variations Introduction, Range, Mean Deviation, Quartile

Deviation, Variance, Standard Deviation, Coefficient of variation, Skewness, kurtosis	
UNIT – IV	Correlation and Regression Analysis:
Correlation: concept, Type of correlation, Measure of correlation Regression: concept, Line of regression X on Y, Line of regression Y on X, Relation between correlation and regression	
List of Expt.	
Text Book	1. Taha Hamdy - Operations Research - An Introduction (Prentice-Hall, 9th edition) 2. Vohra - Quantitative Techniques in Management (Tata McGraw-Hill, 2nd)
Reference Books	1. Khandelwal, Gupta Quantitative Techniques 2. Dr. N. P. Agarwal Quantitative Techniques 3. Khandelwal, Gupta, Agrawal, Ahmed Quantitative Analysis for Management
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	

BM 301	Project Management
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are :
	To create an understanding regarding the projects undertaken by the project managers and decision making and team building tasks related to them.
	To gain in depth knowledge about Project initiation, planning, implementation and control.
	To have understanding about different techniques of financial, market and technical analysis
	Able to analyze different barriers to project implementation and to learn the techniques to solve them through operational workouts and live case studies.
Salient features	The students will be able to
	Able to conceptualize different regarding the projects undertaken by the project managers and decision making and team building tasks related to them.
	Able to implement the knowledge they carry about Project initiation, planning, implementation and control.
	Able to apply different techniques of financial, market and technical analysis
	Able to overcome the barriers to project implementation by applying the techniques to solve them.
Utility	This This course will equip the students to various feasibility analyses – Market, Technical, Financial and Economic. To equip them with the knowledge and skills required to be successful in applying Project Management.
UNIT – I	Introduction to Project Management:

An Overview, Project Management Environment, Project Management Process	
UNIT – II	Project Initiation:
Project Idea Generation & Screening, Market & Technical Analysis, Overview of Financial Analysis	
UNIT – III	Project Planning:
Project Scope Management, Identifying Project Activities, Activities – Sequencing, Estimating Duration & Scheduling	
UNIT – IV	Project Implementation & Control:
Building Project Team, Project Review & Control, Project Communication Management, Project Cost & Risk Management, Project quality & Procurement Management	
UNIT – V	Project Auditing & Closing:
Project Auditing, Project Closing	
List of Expt.	
Text Book	Chandra; Projects- Planning, Analysis, Selection, Financing, Implementation and Review', VI Edition, Tata Mc Graw Hill, 8th Edition 2015.
Reference Books	<ol style="list-style-type: none"> 1. Nagarjuna – Project Management 2. Motto P K – Project Formulation in Developing Countries
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	

BM 302	Entrepreneurship and Small Scale Business Management
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are :
	understanding the concepts of entrepreneurship, innovation, entrepreneurship and small business management
	How to use systems thinking and design thinking to develop new venture ideas
	How to use customer ethnography and interviews to validate value proposition(s) of new venture ideas
	How to use the business model canvas to operationalize new venture ideas
Salient features	The students will be able to
	Able to conceptualize the entrepreneurship ideas.
	Able to understand ESSB techniques
	Able to implement the effectiveness of ESSB.
Utility	The student will be able to gather knowledge for the practical life and profession
UNIT – I	Introduction:

Meaning and Importance ,Evolution of term ‘Entrepreneurship’, Factors influencing entrepreneurship - Psychological factors, Social factors, Economic factor, Environmental factors, Characteristics of an entrepreneur, Entrepreneur and Entrepreneur, Types of entrepreneur. Entrepreneurial Motivation	
UNIT – II	Business Idea and Feasibility
Creativity, innovation and entrepreneurship; mental locks" that limit individual creativity; steps in the creative process; techniques for improving the creative process; protection of intellectual property involving patents, trademarks, and copyrights.	
UNIT – III	Business plan writing,
Scope, type, process of identifying targetmarket, survey industry & competitionanalysis.	
UNIT – IV	Technical entrepreneur
The E-entrepreneur Process of creating and growing high potential ventures; basic approaches to launch an e-commerce effort	
UNIT – V	Small business management:
Starting up a new business venture, Scope of fund raising to start up a new venture. Intrapreneurship Concept and importance in corporate environment.	
List of Expt.	
Text Book	<ol style="list-style-type: none"> 1. Hatten, Timothy S. (2016). Small Business Management 6th edition Mason 2. Justin G. Longenecker, Carlos W. Moore, J. William Petty, Leslie E. Palich <i>Small Business Management - An Entrepreneurial Emphasis 13th Edition ©2006</i>
Reference Books	<ol style="list-style-type: none"> 1. Entrepreneurship Development Khanka S. Chand 2. Entrepreneurship, Robert D Hisrich, Micheal P. Peter
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	
Practicals	<ul style="list-style-type: none"> • Discuss the availability of entrepreneurial opportunities. • Discuss the factors that make the family business unique. • Understand the franchising Concept. • Understand the reasons for starting a new business rather than buying an existing firm or acquiring a franchise. • Define competitive advantage. • Develop a comprehensive business plan. • Discuss the nature of the marketing research process. • Identify the factors affecting choice of a business location. • Describe the purpose and content of financial statements. • Identify the key characteristics of consumer behavior. • Discuss the role of cost and demand factors in setting a price. • Describe the communication process and the factors determining a promotional mix. • Explain the impact of social responsibilities on small businesses. • Discuss the distinctive features of small firm management. • Explain the importance of employee recruitment and identify some sources that can be useful in finding qualified applicants. • Explain the key elements of total quality management (TQM) programs. • Explain the importance of computer technology for small businesses. • Identify the basic requirements for an accounting system. • Describe the working-capital cycle of a small business. • Define and explain the nature of risk.

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| | <ul style="list-style-type: none">• Explain the importance of an exit strategy. |
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EN 105	Professional Communication- I
Prerequisite	Completion of senior secondary course with basic IQ Level
Learning Objectives	The Learning Objectives of the course are:
	To provide an overview of Prerequisites to Business Communication.
	To put in use the basic mechanics of Grammar.
	To provide an outline to effective Organizational Communication.
	To underline the nuances of Business communication.
Salient features	The students will be able to
	To be familiar with the complete course outline/Course Objectives/Learning
	Outcomes/ Evaluation Pattern & Assignments
	To participate in an online learning environment successfully by developing the
Utility	Classroom assignments/activities specifically designed to encourage students to play an active role for enhancing their knowledge and developing learning strategies. Blended learning - online and traditional lectures with other active teaching methodologies, such as group discussions, cooperative group solving problems, quizzes, discussions and assignments enable students towards understanding various aspects of effective communication
UNIT – I	Introduction to Communication:
	Concept & Learning Objectives, Nature & Role of Communication, Effective Communication, Barriers of Communication.
UNIT – II	Communication Process:
	Types of Communication, Formal & Informal, Upward & Downward, Vertical & Horizontal, Grapevine, Listening Process – Types
UNIT – III	Verbal & Non-verbal Communication:
	Oral & Written, Business Correspondence, Letters, Internal Office Notes, Orders & Feedback, Body Language
UNIT – IV	Oral Communication:
	Group Discussion, Public Speaking, Interviews
UNIT – V	Presentations:
	Concept & Characteristics, Presentation Skills, Use of audio & visual aids. Concepts, Types of Report-Writing.
Text Book	C.B. Gupta – Business Communication & Customer Relations (Chand & Co.) Webster’s Guide to Effective Letter Writing – Harpes & Rowe
Reference Books	Karl Eric Roserngen – Communication: An Introduction Asha Kaul – Business Communication – Prentice Hall

	Sushil Behl – Business Communication Today Response Books
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on :	
<p>Practical</p> <ol style="list-style-type: none"> 1. Group Discussion 2. Interview Preparation – preparation of questions and suitable response 3. Presentation Skills 4. Body language training 5. Business etiquettes 6. Business Games 7. Business correspondence letters 8. Internal office notes 9. Active listening process 10. Just one minute on important issues 11. Preparation of office orders 12. Preparation of circulars 13. Preparation of notices 14. Business terms 15. Role of feedback and preparation of feedback form <p>Three Practical from each unit. One simulation exercise. Practical will be conducted as per the practical manual</p>	

BM 106	Fundamentals of Financial Management
Prerequisite	Completion of senior secondary course with basic IQ Level
Learning Objectives	The Objectives of the course are :
	1. Define what finance is and how it relates to economic theory and accounting information.
	2. Conduct a forecast using relevant data.
	3. To have understanding about Basic Entries to record a transaction
	4. Able to analyze Inventory Valuation, Joint Stock Company, preparation of company Accounts
Salient features	The students will be able to
	Able to conceptualize Financial Statement
	Able to get company Inventory Valuation, joint stock Company
	Can prepare company Accounts
Utility	The student will be able to gather knowledge for the practical life and profession

UNIT – I	Introduction:
Concept, nature & Objectives of financial management, financial goal, finance functions, Indian financial system.	
UNIT – II	Financing Decisions:
Concept, leverage, EBIT-EPS analysis.	
UNIT – III	Cost of Capital
Concept, cost of different sources of finance – debenture, term loan, preference capital, equity capital.	
UNIT – IV	Capital Budgeting
Concept, financial appraisal of a project, investment evaluation criteria – PBP, ARR, NPV, BCR, IRR, DPBP, ACC, etc., concept,	
UNIT – V	Working Capital Management:
Concept, need & objective of WC management, list of CAs & CLs, operating cycle & its use in working capital management, financing current assets, inventory, cash & receivables management, concept, tools of analysis – ratio analysis & fund flow analysis.	
List of Expt.	
Text Book	<ul style="list-style-type: none"> ● I. M. Pandey Financial Management ● Khan & Jain Financial Management
Reference Books	<ul style="list-style-type: none"> ● Van Horne Financial Management ● Prasana Chandra Financial Management
Mode of Evaluation	Assignment/Practical Questions/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on	
Practical:-	
1. Future Value & Present Value	
2. Annuity	
3. Fund Flow Statement	
4. Cash flow statement	
5. Ratio Analysis	
6. Cost of Capital & Capital Structure	
7. Equity & overall cost of capital,	
8. Capital Budgeting,	
9. Theories of Capital structure & Restructure	
10. Dividend Policy	

11. Valuation of a Firm
12. Leverages
13. EPS
14. Operating leverages
15. Financial leverages
Three Practicals from each unit.
One simulation exercise.

Practicals will be conducted as per the practicals manual

BM 108	Human ResourceManagement
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are:
	The general purpose is to familiarize students with the basic principles and techniques of human resource management
	The course takes a practical view that integrates the contributions of the behavioural sciences with the technical aspects of implementing the HR function in the ‘real world.’
	To enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations
Salient features	The students will be able to
	1. Conceptualize HR function, its processes and importance.
	2. Get insight into HR processes
	3. Know Business terminology related to HR function.
Utility	The student will be able to Understand the implications for human resource management of the behavioral sciences, government regulations, and court decisions Students will understand HR function (e.g. – recruitment, selection, training and development, etc.) and be familiar with each element’s key concepts & terminology
UNIT – I	Introduction to HRM:
	Definition and Concept, Features , Objectives, Functions, Scope and Development of Human Resource Management, Importance of Human Resource Management, Human Resource Practices Introduction, Concept of Personnel Management, Personnel Management in India, Functions of the Labour Welfare Officer, Difference Between Personnel Management and HRM
UNIT – II	Human Resource Planning:
	Concept of Human Resource Planning (HRP), Factors in HRP, Process of HRP

UNIT – III	Job Analysis, Recruitment and selection
Job Analysis, Job Description, Writing a Job Description, Job Specification, Job Design Introduction, Concept of Recruitment, Factors Affecting Recruitment, Types of Recruitment Introduction, Concept of Selection, Process of Selection, Selection Tests, Barriers in Selection.	
UNIT – IV	Performance Appraisal and Compensation Management:
Introduction, Concept of Performance Appraisal, Purpose of performance appraisal, Process, Methods of Performance Appraisal, Major Issues in Performance Appraisal Elements of Compensation, Factors affecting Compensation, Fringe Benefits, TimeWage and Piece WageSystem.	
UNIT – V	Employee Relations:
Introduction, Concept of Employee Relations, Managing Discipline, Managing Grievance , Employee Counseling ,Employee Empowerment: Introduction, Concept of Employee Empowerment, Process of Empowerment, Empowerment in Indian Scenario, Empowerment in Global Scenario International HRM: Introduction, Comparison of Domestic and International HRM, Challenges in International HRM	
Text Book	1. Dessler, G. Fundamentals of Human Resource Management (4th Edition, Pearson)ISBN: 9780133791532
Reference Books	1. Gary Dessler – Human ResourceManagement 2. Pareek U. & T.V Rao – Designing & Managing Human ResourceSystems 3. Managing and measuring employee performance – Understanding practice; Elizabeth Houldsworth, Dilum, Jirasinghe
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	
Practical to be conducted:	<ul style="list-style-type: none"> 1. Differentiate between HRM and PM. 2. Sketch the HRM department for an Indian Business unit. 3. Identify the role of Hr’s in today’s scenario globally 4. Estimation of employees by HR department. 5. Techniques of HR Planning. 6. Process of conducting Job Analysis 7. Techniques of Job Designing 8. Preparation of a recruitment ad for a job 9. Process of selection 10. TNA analysis 11. How To conduct training by various methods.

	<p>12. Comparative study of PAM of two industries.</p> <p>13. Calculate Time wage and price wage.</p> <p>14. Classification Industrial Dispute and Settlement Machinery.</p> <p>15. Design an employee benefit programme for your organization.</p> <p>Three Practical from each unit .</p> <p>One simulation exercise.</p> <p>Practical will be conducted as per the practical manual</p>
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BM	MANAGEMENT INFORMATION SYSTEM
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	<p>This course emphasizes effective ways of building a model of the real world and optimizing it through normalization algorithms. The study of MIS is now of fundamental importance in the field of computer science and management information system.</p> <p>To describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems</p>
Salient Features	<p>Students will be able to relate the basic concepts and technologies used in the field of management information systems;</p> <p>Compare the processes of developing and implementing information systems.</p> <p>Outline the role of the ethical, social, and security issues of information systems.</p>
Utility	Students will be able to translate the role of information systems in organizations, the strategic management processes, with the implications for the management. Apply the understanding of how various information systems like DBMS work together to accomplish the information objectives of an organization.
UNIT – I	Information & System:
	MIS concept - Definition –Role of the MIS - Impact of the MIS-MIS and the user - Management as a control system – MISa support to management - Development process of the MIS.
UNIT – II	System analysis and design
	System - Need for system analysis - System analysis of the existing system - System analysis of a new requirements - System Development Model - Structured System Analysis and Design - Object Oriented Analysis.
UNIT – III	Information system applications:
	MIS applications, DSS – GDSS - DSS applications in E enterprise - Knowledge Management System and Knowledge Based Expert System - Enterprise Model System and E-Business, E-

Commerce, E-communication, Business Process Reengineering.	
UNIT – IV	Technology of information system:
Data process- Transaction and application process Information system process; Unified communication and network; Security challenges in E-enterprises; Security threats and vulnerability-Controlling security threat and vulnerability	
UNIT – V	Data base management system:
Objectives of data base approach- Characters of database Management systems- Data processing system- Components of DBMS packages - Data base administration- Data models - Data warehouse.	
Text Book	<ol style="list-style-type: none"> 1. Database Management System, Alex Leon, Mathews Leon, Pearson Education 2. Database Management Concepts, Korth, McGraw-Hill Education 3. Database Management System, C.J.Date, O'Reilly Media 4. Relation Database: Theory & PRACTICALS , Val Occardi, BPB Publications, New Delhi,
Reference Books	<ol style="list-style-type: none"> 1. Henry Luca: Management Information Technology 2. Laudon & Laudon: Information Technology 3. Jawedker: Management information System 4. James O' Brein: Management Information Technology
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALS</p> <ol style="list-style-type: none"> 1. How information System Works – through software 2. Introduction to internet technology. 3. Use of ERP software. 4. Database Handling in an Information System 5. Electronic Money transfers; 6. E-Banking; 7. E-commerce 8. Uses of Internet; 9. Web Browsing ; 10. Latest soft wares in I.T. Management.



Introductory Note about ISBM Curriculum - BBA

A. Need, objectives and main features of the curriculum

- a. **Need** – Entrance of Multinational Companies in the domestic department has increased the requirement of professionals in the management sector. The major aspect of introducing the BBA program is to provide trained and employable professional to the industry as per the necessity. The courses are based on the present day requirement of specialized management professionals at various levels in the organization
- b. **Objectives** – The primary objective of the department is to prepare the post-graduate management students as young professionals, who are equipped with latest knowledge and technology required in the current market scenario. The other objective includes making these budding managers more employable as per the industry demands.
- c. **Main features of the curriculum** –
 - i. Regularly updated curriculum as per the international standards
 - ii. Latest methods and techniques are being adopted
 - iii. As per the requirement of the industry
 - iv. Case-based teaching methodology is used
 - v. More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.

B. Role of the curriculum in the national development - The curriculum of BBA is so designed that it helps the students to become not only more employable but also encourage them to become entrepreneur. We at ISBM motivate our students to be self-dependent, aspires them to become leaders rather than followers.

C. Global trends reflected in the curriculum – The curriculum is designed while consulting a number of National and International Universities. Some of the universities consulted were, University of Pune, University of Mumbai, Delhi University, University of Masseurqueus, and Harvard University. The syllabi comprises of both National issues as well as issues important on Global terms. Any changes in the global curriculum is also tried to be reflected in the current syllabi of the department.

D. Possibility, Motivation and Scope for Self Learning – To inspire and motivate the students for self-learning process, Seminars/ Workshops are included in the core curriculum, which aspires the students to learn new concepts and share it with others through presentations. Out of every four lectures allotted to each faculty, one is made compulsory as presentation class. Thus, student not only undergoes learning but also many-a-times implementing the concept through the help of various workshops.

- E. **Placement opportunities, etc** – The curriculum offering a better chance of learning among the students, thus also offers better placement opportunities for them. The time-table is so designed that it helps the student to grow their personality and communications skills also along with their regular studies. Aptitude tests, group discussions, rigorous mock interviews help the students to churn up better placement offers for themselves during the placement exercise. In all, we believe in generating a more employable management professional from ISBM.

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT
Teaching and Examination Scheme for BBA (3 Year Program)
Proposed Edition – 2022-25

YEAR: 1

SEMESTER: I

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weightage (in %)	
				L	T	P		CE	ESE
A. Programme Core									
1	BM 105	Introduction to Accounting	4	4	-	3	40	60	
2	BM 107	Organization Behavior	4	4	-	3	40	60	
3	BM 109	Principles of Management	4	4	-	3	40	60	
4	BM 111	Principles of Economics	4	4	-	3	40	60	
5	BM 183	Fundamentals of Business Mathematics	4	4		3	40	60	
6		Foundation to AI, Data Science, BI and Data Analytics	4			3	40	60	
B. University Core									
7	EN-105	Professional Communication					40	60	
8	PC 101	Proficiency in Co-Curricular Activities– I	2				100		
Introductory Note about ISBM Curriculum - BBA									
9.	FD-102	Foundation Course I	1	2					
A. Need, objectives and main features of the curriculum									
10	ES 101	Environmental Studies	2	2					
a. Need – Entrance of Multinational Companies in the domestic department has increased the requirement of professionals in the management sector. The major aspect of introducing the BBA program is to provide trained and employable professional to the industry as per the necessity. The courses are based on the present day requirement of specialized management professionals at various levels in the organization									
11		C. University Open Elective (Any one from the list attached may be selected)	2			3	40	60	
Total									
b. Objectives – The primary objective of the department is to prepare the post-graduate management students as young professionals, who are equipped with latest knowledge and technology required in the current market scenario. The other objective includes making these budding managers more employable as per the industry demands.			39						

c. Main features of the curriculum –

- i. Regularly updated curriculum as per the international standards
- ii. Latest methods and techniques are being adopted
- iii. As per the requirement of the industry

		Total Teaching Load		36					
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L- Lecture

T – Tutorial

CE – Continuous Evaluation

S – Seminar

P – Practical

ESE – End Semester Evaluation



GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT
Teaching and Examination Scheme for BBA (3 Year Program)
Proposed Edition – 2022-25

YEAR: 1**SEMESTER: II**

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weightage (in %)	
				L	T	P		CE	ESE
		A. Programme Core							
1	BM 102	Introduction to Marketing	4	4	-	-	3	40	60
2	BM 106	Financial Management(NSE Module)	4	4	-	-	3	40	60
3	BM 208	Statistics & QT	4	4	-	-	3	40	60
4	BM 206	Business Strategy & Corporate Governance Ethics	4	4	-	-	3	40	60
5	BM 209	Business Law	4	4			3	40	60
6		Business Across Cultures	4	4			3	40	60
7		Data Analysis using Python	4	4			3	40	60
		B. University Core							
8	EM 102	Employability Skills- I	1			2		60	40
9	PC 102	Proficiency in Co-Curricular Activities– II	2					100	

10	FD 102	Foundation Course II	1	2					
		C. University Open Elective Elective (Any one from the list attached may be selected)	2	2			3	40	60
		Total	34	24		2			
		Total Teaching Load		24					

L- Lecture T – Tutorial

CE – Continuous Evaluation

S – Seminar P – Practical

ESE – End Semester Evaluation



GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT
Teaching and Examination Scheme for BBA (3 Year Program)
Proposed Edition – 2022-25

YEAR: 2

SEMESTERS: III

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weightage (in %)	
				L	T	P		CE	ESE
		A. Programme Core							
1	BM 202	Production and Operations Management	4	4	-	-	3	40	60
2	BM 204	Research Methods in Management	4	4	-	-	3	40	60
3	BM 207	Cost & Management Accounting	4	4	-	-	3	40	60
4	BM 203	Human Resource Management	4	4	-	-	3	40	60
5	BM 298	Management Information System	4	4	-	-	3	40	60
6	BM 268	Negotiation Skills	4	4	-	-	3	40	60
7	BM 205	Business Environment	4	4	-	-	3	40	60

8	SI 201	SIP Presentation-I (Practical / Sessional(s))	2			4		60	40
9	BM 216	Research Paper Dissertation	1					100	
		B. University Core							
10	EM 201	Employability Skills- II	1			2		60	40
11	PC 201	Proficiency in Co-Curricular Activities- III	2					100	
12		D. University Open Elective (Any one from the list attached may be selected)	2	2			3	40	60
		Total	44	38		2			
		Total Teaching Load		38					

L- Lecture T – Tutorial

CE – Continuous Evaluation

S – Seminar P – Practical

ESE – End Semester Evaluation

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT
Teaching and Examination Scheme for BBA (3 Year Program)
Proposed Edition – 2022-25

YEAR: 2

SEMESTER: IV

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T	P		CE	ESE
		A. Programme Core							
1	BM 401	Industrial Training on Human Resource	4	-	-	-		100	
2	BM 402	Industrial Training on Sales and marketing	4	-	-	-		100	
3	BM 403	Industrial Training on Accounting and finance	4	-	-	-		100	
4	BM 404	Industrial Training on operation & TQM	4	-	-	-		100	
5	BM 405	Industrial Training on Log Book	4	-	-	-		100	
		Total	20						

L- Lecture T – Tutorial

CE – Continuous Evaluation

S – Seminar P – Practical

ESE – End Semester Evaluation

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT
Teaching and Examination Scheme for BBA (3 Year Program)
Proposed Edition – 2022-25

YEAR: III

SEMESTER: V

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T	P		CE	ESE
		A. Programme Core							
1	BM 301	Project Management	4	4			3	40	60
2	SI 301	SIP Presentation (Practical / Sessional(s))	2			4		60	40
		B. Programme Elective							
3		Data Analytics and Visualization-Tools & Techniques	4	4			3	40	60
4		Risk & Fraud Analytics	4	4			3	40	60
5		Machine Learning for Business	4	4			3	40	60
		C. University Core							
6	EM 301	Employability skills –IV	1			2		60	40
7	PC 301	Proficiency in Co-Curricular Activities– V	2						
		D. University open Elective	2	2			3	40	60
		Total	23	18		06			
		Total Teaching Load		18					

L- Lecture **T – Tutorial**
S – Seminar **P – Practical**

CE – Continuous Evaluation
ESE – End Semester Evaluation

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT
Teaching and Examination Scheme for BBA (3 Year Program)
Proposed Edition – 2022-25

YEAR: 3

SEMESTER: VI

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T	P		CE	ESE
		A. Programme Core							
1	DE 302	Research Report Presentation	2					100	
2	BM 302	Entrepreneurship & Small Scale Business Management	4	4			3	40	60
3.		Balance, Happiness Work-Life Balance							
4		B. Programme Elective							
5		Supply Chain Analytics & HR Analytics	4	4			3	40	60
6		Statistics & Computational Data Analysis	4	4			3	40	60
7		R Programming for Data Science and Data Analysis	4	4			3	40	60
8		D. University open Elective (Any one from the list attached	2	2			3	40	60
		Total	24	22					
		Total Teaching Load		22					

L - Lecture T – Tutorial

CE – Continuous Evaluation

S – Seminar P – Practical

ESE – End Semester Evaluation



GYANVIHAR

SCHOOL OF BUSINESS MANAGEMENT

Proposed ELECTIVES for BBA (3 Year Program)

	BBA (Regular): 4 MAJOR & 2 MINOR ARE TO BE SELECTED
	FROM AMONG FOLLOWING ELECTIVE LISTS.
S.No.	Course
	ELECTIVE:
	Foundation to AI, Data Science, BI and Data Analytics
	Data Analysis using Python
	Data Analytics and Visualization-Tools & Techniques
	Risk & Fraud Analytics
	Machine Learning for Business
	Supply Chain Analytics & HR Analytics
	Statistics & Computational Data Analysis
	R Programming for Data Science and Data Analysis
	University Elective
	Artificial Intelligence

BM 105	Introduction to Accounting
Prerequisite	Completion of senior secondary course.
Learning Objectives	The Learning Objectives of the course are:
	Develop and understand the nature and purpose of financial statements in relationship to decision making.
	Develop the ability to use the fundamental accounting equation to analyze the effect of business transactions on an organization's accounting records and financial statements
	Develop the ability to use a basic accounting system to create (record, classify, and summarize) the data needed to solve a variety of business problems.
	Develop the ability to use accounting concepts, principles, and frameworks to analyze and effectively communicate information to a variety of audiences.
	Develop the ability to use accounting information to solve a variety of business problems.
Salient features	The students will be able to:
	Conceptualize Basic accounting
	Handle the financial Statements, Capital and Revenue Expenditures
	Handle the accounts of NPO and Bills of Exchange
Utility	The student will be able to gather knowledge for the practical aspects of Financial Management.
UNIT – I	Introduction to Accounting:
	Accounting Mechanics, Journal Ledger – Meaning, Posting and Balancing, Principal of accounting-concept, Conventions and elementary knowledge of Accounting Standard.
UNIT – II	Preparation of Financial Statement:
	Trial Balance and Adjustments, Profit & Loss Accounts, Form of Balance Sheet
UNIT – III	Capital & Revenue Expenditure and Receipts:
	Capital & Revenue Capital & Revenue Profit & Loss
UNIT – IV	Accounting for Non-Profit Organization:
	Receipts and Payments Accounts, Income and Expenditure Problems
UNIT – V	Bills of Exchange:
	Parties to a Bills of Exchange, Types, Promissory Notes, Dishonor of Bills, Retiring of Bills, Bank Reconciliation Statement
Text Book	<ol style="list-style-type: none"> 1. Book-Keeping and Accounts 8th Edition Frank Wood, Sheila Robinson 2. Accounting Principles: A Business Perspective Roger Herman son, Georgia State University James Edwards, University of Georgia Michael Maher, University of California at Davis
Reference Books	<ol style="list-style-type: none"> 1. S. N. Maheshwari: - Advanced Accountancy, Vol I & II. 2. Sharma, Shah & Agarwal – Financial Accounting
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/ Ppt
Recommended by BOS on :	

Approved by Academic Council on :	
Practicals	<ol style="list-style-type: none"> 1. Preparation of Journal 2. Preparation of Ledger 3. Application of Accounting Standards 4. Trial Balance Preparation 5. Preparation of Profit and Loss Account 6. Adjustment in P& L Account 7. Balance Sheet and Adjustments 8. Accounting for Non-Profit Organizations 9. Accounting for Bills receivable 10. Accounting for bills payable 11. Income and expenditure account 12. Bills of Exchange 13. Preparation of Promissory notes 14. Bank Reconciliation Statement

BM 107	Organizational Behavior
Prerequisite	Completion of senior secondary course.
Learning Objectives	<p>The Objectives of the course are:</p> <p>The objective of this paper is to analyze and compare different models used to explain individual behavior related to motivation and rewards and to identify the processes used in developing communication and resolving conflicts, explain group dynamics and demonstrate skills required for working in groups (team building)</p>
Salient features	<p>The students will be able to</p> <ul style="list-style-type: none"> • Conceptualize different types of Attitudes. • To get to understand nature of OB. • Involve in personality aspect concept.
Utility	The student will be able to gather knowledge for the practical life and profession.
UNIT – I	Introduction to Organization Behavior:
	Concept of Organizational Behavior (OB)- Importance of Organizational Behavior, Key Elements of Organizational Behavior, Role of Managers in OB- Interpersonal Roles-Informational Roles- Decisional Roles, Foundations or Approaches to Organizational Behavior, Challenges and Opportunities for OB
UNIT – II	Individual Dimensions of Organization Behavior:
	Nature and meaning of Interpersonal Behavior, Concept of Self, Transaction Analysis (TA), Benefits and uses of Transactional Analysis, Johari Window Model, Individual Behavior and Learning, Personality, Motivation – Theories and Models
UNIT – III	Leadership and Group Behavior:
	Definition and Meaning, Theories of Leadership, Contemporary Business Leaders. Meaning and Importance of Groups, Reasons for Group Formation, Types of Groups, Stages of Group Development, Meaning and Importance of Teams, Types of Teams, Creating an Effective Team
UNIT – IV	Introduction to Organization Culture
	Meaning and Nature of Organization Culture - Origin of Organization Culture, Functions of Organization Culture, Types of Culture, Creating and Maintaining Organization Culture, Managing Cultural Diversity, Organization Change and Development: Definition and Meaning, Need for Change, Strategies to Overcome Resistance, Process of Change, Meaning and Definition of OD, OD Interventions
Text Book	1. Luthans F. Organizational Behaviour, New York, McGraw Hill

	2. Robbins S.P. Organizational Behaviour, New Delhi, Prentice Hall of India
Reference Books	1. Chandan J. S. Organizational Behaviour, Vikas Publication New Delhi 2. Fundamentals of Organizational Behaviour - Slocum/Hillriegel, Cengage Learning 3. Organizational Behaviour, Aquinas P. G, Excel BOOKS.
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on :	
Practicals	1. Managerial skills 2. Management game 3. Business simulation games 4. Comparison of different organization in terms of work culture policies etc 5. Time management games 6. Management as art and science comparison 7. Motivational games in context with various motivational theories and models 8. Management games on team building 9. Individual behavior 10. Employee motivation training

BM 109	Principles of Management
Prerequisite	Completion of senior secondary course.
Learning Objectives	The Objectives of the course are: 1. Discuss and communicate the management evolution and how it will affect future managers. 2. Observe and evaluate the influence of historical forces on the current practice of management. 3. Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues. 4. Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment. 5. Practice the process of management's four functions: planning, organizing, leading, and controlling. 6. Identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences. 7. Gather and analyze both qualitative and quantitative information to isolate issues and formulate best control methods.
Salient features	The students will be able to 1. Conceptualize the basic knowledge of management. 2. To understand the application of management principles in contemporary business challenges 3. To understand the basics of the business dynamics.

Utility	From the knowledge of principles managers get indication on how to manage an organization. The principles enable managers to decide what should be done to accomplish given tasks and to handle situations which may arise in management. These principles make managers more efficient.
UNIT – I	Nature and Scope of Management
	Definition, Functions, Process, Scope and Significance of Management. Nature of Management, Managerial Roles, Managerial Skills and Activities, Difference between Management and Administration. Significance of Values and Ethics in Management. Evolution of Management Thought, Approaches of Management Thought, Functions of Management.
UNIT – II	Management Functions and Skills
	Management functions, Management role, functions at various levels of management, functional areas of management, management skills,
UNIT – III	Planning:
	Planning - Nature, Scope, Objective and Significance of Planning, Elements and Steps of Planning, Decision Making Organizing Principles, Span of Control, Line and Staff Relationship, Authority, Delegation and Decentralization. Effective Organizing, Organizational Structures, Formal and Informal Organizations, Staffing.
UNIT – IV	Organizing:
	Concept of organizing & Organization, Steps in organizing, Principles of organizing, Organization process, Motivating and Leading: Nature and Importance of motivation; Types of motivation; Directing Effective Directing, Supervision, Motivation, Different Theories of Motivation - Maslow, Herzberg, Mc Clelland, Vroom, Porter and Lawler, Job Satisfaction. Concept of Leadership- Theories and Styles. Communication Process, Channels and Barriers, Effective Communication
UNIT – V	Controlling
	Elements of Managerial Control, Control Systems, Management Control Techniques, Effective Control Systems. Coordination Concept, Importance, Principles and Techniques of Coordination, Concept of Managerial Effectiveness.
Text Book	<ol style="list-style-type: none"> 1. Koontz O' Donnell Management International Student Wehrich Edition 2. Y. K. Bhushan Business Organization and Management Sultan Chand & Sons New Delhi
Reference Books	<ol style="list-style-type: none"> 1. Drucker, F. Peter - Management-Tasks, Responsibilities & Practices. 2. Koontz "O" Donnell Wehrich - Elements of Management. 3. Koontz H, "O" Donnell C - Management-A Book of Reading. 4. Drucker, F. Peter - The Practice of Management. 5. Terry and Franklin - Principles of Management 6. Stoner - Principles of Management 7. William H. Newman and - The Process of Management.
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Ppt
Recommended	

by BOS on :	
Practicals	<ol style="list-style-type: none"> 1. Managerial role 2. Management skills 3. Functions at various levels of management 4. Management games 5. Planning hurdles 6. Application of organization principles 7. Motivational games 8. Management control system 9. Process of controlling 10. Organizational structure
<p>Three Practical from each unit .</p> <p>One simulation exercise.</p> <p>Practicals will be conducted as per the practicals manual</p>	

BM 111	Principles of Economics
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are:
	<ol style="list-style-type: none"> 1. To familiarize the student with various theoretical concepts of Economics. 2. To expose students to basic micro economic concepts 3. To apply economic analysis in the formulation of business policies. 4. To use economic reasoning to problems of business.
Salient features	The students will be able to
	<ul style="list-style-type: none"> • Conceptualize about economics and its importance • Understand basic concepts and jargons of economics. • Relate theory with practical life.
Utility	Students will acquire a working-knowledge of the formal concepts and techniques such that important branches of the contemporary economics and management literature become accessible.
UNIT-I	Introduction
<p>What Is Economics, and Why Is It Important? Microeconomics and Macroeconomics, How Economists Use Theories and Models to Understand Economic Issues, How To Organize Economies: An Overview of Economic Systems, Choice in a World of Scarcity, How Individuals Make Choices Based on Their Budget Constraint, The Production Possibilities Frontier and Social Choices, Confronting Objections to the Economic Approach</p>	

UNIT – II	Demand and Supply
, Demand, Supply, and Equilibrium in Markets for Goods and Services, Shifts in Demand and Supply for Goods and Services, Changes in Equilibrium Price and Quantity: The Four-Step Process, Price Ceilings and Price Floors, Demand, Supply, and Efficiency, Labor and Financial Markets, Demand and Supply at Work in Labor Markets, Demand and Supply in Financial Markets, The Market System as an Efficient Mechanism for Information.	
UNIT – III	Elasticity
, Price Elasticity of Demand and Price Elasticity of Supply, Polar Cases of Elasticity and Constant Elasticity, Elasticity and Pricing, Elasticity in Areas Other Than Price, Consumer Choices, Consumption Choices, How Changes in Income and Prices Affect Consumption Choices, Behavioral Economics: An Alternative Framework for Consumer Choice, Production, Costs, and Industry Structure, Explicit and Implicit Costs, and Accounting and Economic Profit, Production in the Short Run, Costs in the Short Run, Production in the Long Run, Costs in the Long Run.	
UNIT – IV	Perfect Competition
,Perfect Competition and Why It Matters, How Perfectly Competitive Firms Make Output Decisions, Entry and Exit Decisions in the Long Run, Efficiency in Perfectly Competitive Markets, Monopoly, How Monopolies Form: Barriers to Entry, How a Profit-Maximizing Monopoly Chooses Output and Price, Monopolistic Competition and Oligopoly, Monopolistic Competition, Oligopoly.	
UNIT – V	Inflation
Tracking Inflation, How to Measure Changes in the Cost of Living, How the U.S. and Other Countries Experience Inflation, The Confusion Over Inflation, Indexing and Its Limitations, The International Trade and Capital Flows, Measuring Trade Balances, Trade Balances in Historical and International Context, Trade Balances and Flows of Financial Capital, The National Saving and Investment Identity, The Pros and Cons of Trade Deficits and Surpluses, The Difference between Level of Trade and the Trade Balance	
List of Expt.	
Text Book	1. Steven A. Greenlaw, David Shapiro, “Principles of Economics”, 2nd Edition, Rice University - OpenStax, 2020. ISBN-13: 978-1947172371 (Available under CC-BY license at https://openstax.org/details/books/principles-economics-2e)
Reference Books	<ol style="list-style-type: none"> 1. N. Gregory Mankiw, “Principles of Economics”, 8th Edition, Cengage Learning, 2016. ISBN-13: 978-0357038314. 2. Niall Kishtainy, “The Economics Book: Big Ideas Simply Explained”, 1st Edition, DK Publishers, 2012. ISBN-13: 978-0756698270. 3. Yves Hilpisch, “Python for Finance: Mastering Data-Driven Finance”, 2nd Edition, O’Reilly Media, 2018 ISBN-13: 978-1492024330. 4. Quentin Batista, Thomas Sargent and Jesse Perla, “QuantEcon DataScience: Introduction to Economic Modeling and Data Science”, Center for Innovative Data in Economics, Vancouver School of Economics, UBC, 2020.
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on :	

Practical to be conducted:	Performing the role of Economist 2. Diagrammatic representation of a utility curve. 3. Forming a utility schedule with TU, MU & AU 4. Making a schedule for demand analysis 5. Small project work on demand Analysis 6. Graphical plotting of the demand schedule. 7. Making a schedule for supply analysis 8. Graphical plotting of the supply schedule. 9. Making of cost concept schedule 10. Numerical solution of cost concepts 11. Diagrammatic plotting of cost concepts 12. plotting of variable proportion schedule & Graph 13. Diagrammatic presentation of perfect competition 14. Diagrammatic presentation of monopoly market 15. Diagrammatic presentation of monopolistic competition
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BM 183	Fundamentals of Business Mathematics
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are:
	To create an understanding regarding the topic.
	To gain knowledge about Algebra.
	To have understanding about linear Simulation equation. Able to analyze different types of menstruation and Geometry.
Sailent Features	The students will be able to
	Get elementary yet essential background of mathematical method so that as managers they may use themselves in business analysis and decision making
Utility	Students will gain understanding on the fundamental concepts of mathematics and statistics and its application in business decision making

UNIT - I	Introduction to Arithmetic
Averages, mixtures, Computation of interest, discounting of bills, Percentages, ratios and proportions.	
UNIT – II	Algebra:
Arithmetic Progression (A.P.) Geometric Progression (G.P.) and Harmonic Progression (H.P.) with simple practical applications in real life business environment, set theory and its real life Practical applications. Permutations and Combinations, Binomial Theorem, Determinants with simple applications for solution of Linear simultaneous equations using Cramer’s Rule, Matrices with simple application for solution of linear simultaneous equations using matrix inversion method.	
UNIT - III	Interest
Indices and surds, Compound interest, Linear simultaneous equations (3 variables only), Quadratic equations	
UNIT - IV	Calculus
Real number systems, constants and variables, functions. Graphical representations of functions, limits and continuity of functions, first principle of differential calculus, derivations of simple algebraic functions and application of derivatives in Economic and Commerce. Maximum and minimum	
UNIT – V	Geometry
Differentiation , Optimization using Calculus, Point of inflexion absolute and local maxima and minima, Derivative as a rate measure, Application in Business	
Text Book	<ol style="list-style-type: none"> 1 Mathematics for Economics and Business by R.S. Bhardwaj . 2. Business Mathematics by Padmalochan Hazarika. 3. Business Mathematics by D.C. Sancheti and V.K. Kapoor. 4. Mathematical Economics by Dowling, T. Edward. 5. Mathematical Analysis for Economics by Allen, RGD
Reference Books	<ol style="list-style-type: none"> 1. A.P Verma – Business Mathematics & Statistics – Asian Books 2. M.R. Varade – Basic Mathematics & Statistics – Vidyan and Prakashan
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Ppt
Recommended by BOS on :	-----

	<p>Practicles</p> <ol style="list-style-type: none"> 1. Calculate average 2. Discount of bill 3. Compound interest 4. Linear simultaneous equation 5. Area and perimeter of triangle 6. Circle and parallelogram 7. Volume and surface of cube. 8. Point of inflexion absolute and local maxima 9. Optimization using Calculus 10. Derivative as a rate measure
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BM 102	Fundamentals of Marketing Management
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are:
	1. To create an understanding of the basics and concepts of Marketing
	2. To gain knowledge about the different product, pricing and promotional decision making processes for different products / services and brands and techniques related to them developed in marketing and advertising research lab.
	3. To come across different cases of marketing and learn different marketing tools related to solve them.
	4. Able to analyze different barriers to marketing and learn the methodologies to solve them.
Salient features	The students will be able to
	1. Able to conceptualize different cases of Marketing (National, International, Street, Localized and rural).
	2. Able to conceptualize different types product pricing, packaging and promotion simulations.
	3. Able to take decisions for different product, pricing and promotion of different products / services and brands
	4. Implement the methodologies to analyze different barriers to marketing and solve them.
	5. Different promotional, packaging and other advertising simulations for different brands

Utility	Students will demonstrate strong conceptual knowledge in the functional area of marketing management. Students will demonstrate effective understanding of relevant functional areas of marketing management and its application.
UNIT – I	Introduction to Marketing:
	Definition, Concept of Exchange-Needs & Wants, Economic Utility, Evolution of Marketing, Marketing Concept, Marketing Myopia, Significance of Marketing, Delivering Values, Satisfaction & Retention: Business components, Customer satisfaction, Concept of value, Analyzing market opportunities: Marketing environment: Macro environmental factors
UNIT – II	Consumer behavior
	Consumer behavior, Organizational markets & buying behavior, Market segmentation & market Targeting,.
UNIT – III	Planning Marketing Strategy
	Strategic Planning Process, marketing and competitive strategies, Marketing Mix strategy, Marketing mix and environment, Assembling and managing marketing mix
UNIT – IV	Marketing Channels and Distribution
	Nature of marketing channels, Role of marketing channels, Functions of marketing channels, Designing distribution channels, Channel management, Channel dynamics
UNIT – V	Product Policy and Promotion
	Product and product line, Product classification, product mix strategy, Product life cycle, New product development, Branding and packaging, Benefits of advertising, Developing and advertising program, Sales promotion, public relation, personal selling, Pricing, significance of pricing, Price adjustments, Effect of price change
List of Expt.	
Text Book	<ol style="list-style-type: none"> 1. Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2012), Marketing Management A South Asian Perspective, 14th Edition, Pearson Education, New Delhi. 2. Ramaswamy, V. S., & Namakumari, S. (2017), Marketing Management: Indian Context with Global Perspective, McGraw hill
Reference Books	<ol style="list-style-type: none"> 1. Kotler, Philip. Marketing Management, Millennium Edition. Intl ed. US: Prentice Hall, 2002. ISBN: 8120316096. 2. Principles of Marketing, Kotler and Armstrong, Pearson, 12th edition., 2008, ISBN: 978-81-317-1547-5
Mode of Evaluation	Assignment/Quiz/Viva-voce/Student seminar/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on :	
List of Practicals:	
1. Lab Practical :	
List six factors in a company's micro-environment. Next go to a company's (for e.g. Wal-Mart's) website , search for its most recent annual report, how many of the six microenvironment factors can you find? Briefly describe each? And thus prepare a case study on the same.	
2. Field Work :	
Design a cause related marketing campaign for a small scale or local company (or hotel/showroom/jeweler/resort etc.) of your town in small groups and take it to that particular company's	

marketing manager or any other higher official working for its marketing and take his feedback on it. Then present a paper on your findings.

3. Lab Practical- Search on the web how various big business school's have positioned themselves and prepare a positioning statement for your business school.

4. Field Work

Go to a toy store (like Tiny Toons) in Jaipur. Select any 4 toys of different price ranges and using the value proposition mix prepare overall positioning strategy for the same.

Lab experiments:

1. How actual test marketing is done.
2. use of facial expression recognition system
3. use of different packaging
4. creating artificial point of purchase in the lab and analyzing consumer behavior
5. Search for the websites of different umbrella brands and classify their products as per the basic product classification.

5. Field Work :

Look for a local product of your town and create a strong brand name for it and then take it to its company, take their responses and come up with the response paper for the same.

6. Field Work:

Go to a nearby Starbucks and suppose that you are in the marketing team of a competitor brand then summarize the prices of CCD and come up with relevant pricing strategy for the same and present it in the class. You can also do a comparative analysis on any two brands a prepare a case study.

Lab Experiments:

12. preparing new ad – appeals
13. preparing jingles
14. analyzing print and commercial ads of various firms

7. Lab Work :

Look for any particular brand's website and go through its distribution details, draft a short memo detailing the recommendations for expansion or shrinkage.

Three Practicals from each unit .

One simulation exercise.

Practicals will be conducted as per the practicals manual

BM 209	BusinessLaw
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are :
	To Assess and apply the fundamental legal rules regarding contractual agreements pertaining to the business world to manage businesses effectively.
	To interpret and apply the law relating to the sale of goods as a legal advisor in an organization.
	To analyse and apply the fundamental legal principles behind negotiable Instruments.
	To interpret and apply the law relating to the consumer protection and market competition Act.
Salient features	The students will be able to
	Able to conceptualize different types of legal report writing
	Able to get an understanding
	Can involve in group discussions
Utility	The student will be able to demonstrate and apply the various legal matters related to the establishment, running, and winding up of a company as a legal advisor in an organization.
UNIT – I	Introduction to legal Environment:
	Definition of Law, Classification of law, Indian judiciary system, Indian Contract Act, 1872:Essentials Of Valid Contract, Discharge Of Contract, Remedies For Breach Of Contract, Hypothecation, Mortgage, QuasiContracts, Special contracts: Contracts of Indemnity, Guarantee, Bailment, Pledge andAgency
UNIT – II	Sale of Goods Act 1930 :
	Nature of Contract of Sale; Formation of Contract of Sale, Agreement to Sell, Conditions and Warranties, Transfer of Property in Goods, Performance of the Contract of Sale, Remedies for Breach, Unpaid Seller and his rights, rights of buyers, Sale by Auction.
UNIT – III	The Negotiable Instruments Act 1881:
	Definition, Features and types of negotiable instruments; Methods of negotiation of Instruments; holder and holder-in-due Course; Endorsement and delivery of a negotiable instrument; Presentation of Negotiable Instrument. Banker and Customer: An introduction; Crossing of a cheque; Types of crossing; Bouncing of cheques;

Obligations of Banker and Customer; Dishonor and discharge of negotiable instruments.	
UNIT – IV	Consumer Protection Act 1986
Basic Concepts: Complaint, Complainant, Consumer, Rights of Consumer, Consumer Forums: Their Role, Powers and Functions, Procedure for Consumer Grievance Redressed Major Decided Cases.	
UNIT – V	The Companies Act 2013:
An Overview; Nature and kinds of Companies; Formation of a company; Company Management; Company Meetings.	
List of Expt.	
Text Book	Business Law; Legal Environment, Online Commerce, Business Ethics and International Issues. Cheeseman, 6th ed. Elements of Mercantile Law by N.D. Kapoor
Reference Books	Avtar Singh - Principles of Mercantile Law (Eastern Book Company, 7 th Edition). N.D Kapoor & Rajni Abbi-General Laws & Procedures (Sultan Chand & Sons)
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	
Practical:	<ul style="list-style-type: none"> 1. Preparing Contractual agreement 2. Preparing Hypothecation agreement 3. Preparing Mortgage contract 4. Preparing agency agreement 5. Preparing warranty agreement 6. Preparing different types of cheques 7. Preparing memorandum of association 8. Preparing articles of association 9. Preparing a format of prospectus

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|---|
| <ol style="list-style-type: none">10. Preparing a format for winding up of company11. Preparing online submission of company related documents12. Preparing agenda for the meetings and preparing registers of the company13. Conducting board meeting and preparing minutes of the meeting14. Preparing note for mock winding up of the company as a official liquidator15. Preparing statement creating charge on immovable property16. Taking permission under various pollution control laws for starting a business unit17. Preparing consent of the director and director's report |
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Three Practical from each unit .

One simulation exercise.

Practical will be conducted as per the practical manual

BM 207	Cost & Management Accounting
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are :
	This course seeks to give an understanding of the ways in which management accountants can provide relevant information for a variety of decisions to be made in managing any organization
	To Analyze the financial position with the help of ratio analyze
	To analyze the cash position with the help of AS-3
	Able to analyze Material and Labor Cost Variance
Salient features	The students will be able to
	Able to conceptualize basic financial Statements
	Able to analyze the financial statements with the help of ratio analysis
	Able to analyze the variances in cost of material and labor
Utility	Students should be able to identify, use and interpret the results of costing techniques appropriate to different activities and decisions; formulate and use standards and budgets for planning and control purposes; understand the role of responsibility accounting and performance measurement; understand the behavioral implications of performance measurement and transfer pricing systems in divisionalised businesses; appreciate the need to relate management accounting systems to contemporary thinking about organizational planning and control.
UNIT – I	Overview of Cost Management Accounting
	Definition, Scope and functions Of Management Accounting and difference between Management Accounting and Financial Accounting, Strategic Decisions and The Management Accountant, Decision making, Planning and control, Cost-Benefit Approach, The Chief Financial Officer and The Controller
UNIT – II	Financial Statement Analysis:
	Ratio Analysis – Concept, types of Ratio, Application of Various Ratios. Interpretation of various Ratio, importance & limitation of Ratio
UNIT – III	Cash Flow Statement:
	Introduction, Elements of Cash flow, AS- 3, Preparation of cash flow statement
UNIT – IV	Cost Accounting:
	Introduction to Cost Accounting: Meaning & Definition, scope & use of Cost Accounting, Cost Centre, Cost Accounting & Financial Accounting, Cost Concepts, Classification of Cost.
UNIT – V	Elements of Cost Accounting:
	Sales, Material, Labor, Overhead
List of Expt.	
Text Book	Cost Accounting - A Managerial Emphasis, 14th Edition, Hongren, Datar & Rajan, Pearson
Reference Books	<ol style="list-style-type: none"> 1. Khan and Jain - Management Accounting (Tata McGraw-Hill) 2. Sinha- Accounting and Costing for Management (Excel Books) 3. Horngren et al - Introduction to Management Accounting (Prentice hall, 12th edition)
Mode of Evaluation	
Recommended by BOS on :	
Approved by	

Academic Council on :	
Practical:	<ol style="list-style-type: none"> 1. Generally accepted Accounting Principles. 2. Accounting Standards. 3 Financial Statements. 4 Profit & Loss Account 5 Balance Sheet 6 Formats of Profit & Loss Account & Balance Sheet. 7 What is Ratio Analysis, types of Ratio 8 Applications of Various Ratios. 9 Interpretation of various Ratio 10 Elements of Cash flow, AS-3 11 Preparation of cash flow statement 12 Sales, Material, Labor Variance 13 Overhead, Variance Analysis 14 Budgetary Controls 15 Classification of Cost <p>Three Practical from each unit .</p> <p>One simulation exercise.</p> <p>Practical will be conducted as per the practical's manual</p>

BM 202	Production and Operation Management
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are:
	1. To create an understanding of the operations and production processes and procedures.
	2. To gain knowledge about the different concepts used in production planning and operations management.
	3. To have understanding about total quality control, industrial safety measures and techniques
	4. Able to understand the latest techniques of OPM like C.A.D. , C.A.M., Artificial Intelligence etc..
Salient features	The students will be able to:
	<p>Appreciate the strategic role of OM in creating and enhancing a firm's competitive advantages</p> <p>Understand key concepts and issues of OM in both manufacturing and service organizations</p>

	Analyze business processes in services / manufacturing for improvement Identify the operational issues in the value addition processes of a firm
Utility	The student will be able to gather knowledge for the practical life and profession
UNIT – I	Operation Management
	Introduction, Operations Management and Strategy, Tools for Implementation of Operations, Industry Best Practices. Forecasting demand. Transportation and assignment problems. Operations Strategy, Competitive Capabilities and Core Competencies, Operations Strategy as a Competitive Weapon, Linkage Between Corporate, Business, and Operations Strategy, Developing Operations Strategy, Elements or Components of Operations Strategy, Competitive Priorities, Manufacturing Strategies, Service Strategies, Global Strategies and Role of Operations Strategy, Case-lets
UNIT – II	Production Management:
	Production Management: Integrated Production Management, System Productivity, Capital Productivity, Labor Productivity, Personnel Productivity, Training
UNIT – III	Facilities Planning:
	Capacity planning - process planning- aggregate planning - scheduling maintenancemanagement concepts - work study, method study, work measurement, work sampling, work environment
UNIT – IV	Material Management:
	Material management –an overview, production control, storage and retrieval system. Inventory control – ABC Analysis, JIT, EOQ, EOQ problems with shortage, allowed, standardization, and wastemanagement.
UNIT – V	TQM and Project Management:
	Concept of total quality(TQ). International quality certification and other standards and their applicability in design, manufacturing. Humanistic and marketing aspects of TQ. Total quality of services, Total quality and safety.
List of Expt.	
Text Book	1. R.V.Badi & N.V. Badi - Production & Operation Management (Vrinda Publications 3rd Edition) 2. Chary - Production and Operations Management (Tata McGraw-Hill, 9th Edition)
Reference Books	1. Raghuram G. (I.I.M.A.) - Logistics and Supply Chain Management (Macmillan, 1st Ed.) 2. Krishnan Dr. Gopal - Material Management, (Pearson, New Delhi, 5th Ed.) 3. Adam Jr Everetl E. R J – Production and Operations Management (Prentice-Hall, 5th Edition)
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	
List of Practical:-	. Unit –1 : Use of WinQSB forecasting module 2. Unit -2 : Facility location – problem solutions with WinQSB

	<p>3. Unit -2 : Rectilinear Distance problems & layout solutions through WinQSB.</p> <p>4. Unit -2 : LOB problems with Excel & Line Flexibility software's.</p> <p>5. Unit – 3 :Regression Analysis through MS-Excel</p> <p>6. LP module of WinQSB</p> <p>7. Using Excel's Solver Function for solving capacity Allocation problems</p> <p>8. ERP software – introduction</p> <p>9. Use of Smart draw software for solving PERT problems</p> <p>10. Use of Smart draw software for solving CPM problems</p> <p>11. Introduction to Artificial Intelligence software used in inventory management</p> <p>12. Introduction to Artificial Intelligence software used on shop floors</p> <p>13. Introduction to Artificial Intelligence software used for dispatch and rework management.</p> <p>14. Visit to industries to observe the location and layouts</p> <p>15. Visit to industries to understand TQM and ISO certification process</p> <p>Three Practical from each unit .</p> <p>One simulation exercise.</p> <p>Practical will be conducted as per the practical manual</p>
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BM 204	Research Methods in Management
Prerequisite	Completion of senior secondary course with basic IQ Level
Learning Objectives	The Objectives of the course are:
	The primary objective of this course is to develop a research orientation among thescholars and to acquaint them with fundamentals of research methods
	Students should be able to identify the overall process of designing a research study from its inception to its report.
	Students should be familiar with ethical issues in educational research, including those issues that arise in using quantitative and qualitative research
	The course aims at introducing them to the basic concepts used in research and to scientific social research methods and their approach

	To identify various sources of information for literature review and data collection.
Salient features	The students will be able to
	Evaluate research articles using applicable research methods and tools associated with social science and business practice
	Select appropriate quantitative, qualitative, and/or mixed methods sources to support theoretical foundations in management
	Demonstrate mastery of writing technique in APA format associated with article review, case study, annotated bibliography, and content analysis
Utility	The student will be able to organize and conduct research in a more appropriate manner, write a research report and thesis and write a research proposal.
UNIT – I	Research & Research Design:
	Meaning and Importance of Research - Process of Research - Types of Research - Defining Research Problem - Formulation of Hypothesis. Research Design: Exploratory Research - Descriptive Research - Causal Research - Sampling and Sampling Design - Sampling Techniques - Sample Size determination Decision Theory, Decision making under Certainty, Risk, Uncertainty, Criteria for Decision Making Pessimism, Regret, EMV, EOL, Cost and Value of Information, Determination of EVPI
UNIT – II	Data Collection:
	Primary and Secondary Data, Sources of Gathering Information- Respondents, Experiments, Simulation and Panels - Construction of Questionnaire - Editing, Coding and Classification of Data - Tables and Graphic Presentation, Measurement and Scaling Nominal Scale - Ordinal Scale - Interval Scale - Ratio Scale - Likert Scale Semantic Differential.
UNIT – III	Sampling:
	Sampling, sampling process, probability techniques, non-probability technique
UNIT – IV	Hypothesis Testing:
	Two-tailed and one tailed hypothesis, chi-square and analysis of variance, simple regression and correlation, the sign test, the raun test, the man-whitney test, rank correlation, Basics of Hypothesis- Parametric and non-Parametric test Non parametric test - Mc Nemar, Sign Test - One and Two Samples, Run Test, Wilcoxon Matched Pair Test, Mann Whitney-U Test, Kolmogorov-Smirnov D Test, Kruskal- Wallis Tests.
UNIT – V	Data Analysis
	Multi-Variate Analysis - Multiple Regression Analysis - Concepts and Applications of Discriminant Analysis and Factor Analysis, Cluster Analysis for Market Segmentation, Multidimensional Scaling for Brand Positioning, Conjoint Analysis for Product Design. Report Preparation and Presentation.
Text Book	<ol style="list-style-type: none"> 1. Kothari C R – Research Methodology Methods & Techniques (New Age International Publishers) 2. Saunders - Research Methods for Business students (Prentice hall, 2nd Edition, 2007)
Reference Books	<ol style="list-style-type: none"> 1. Panneer Selvam - Research Methodology (Prentice Hall of India, Edition 2008) 2. Gravetter - Research Method for Behaviourial Sciences (Cengage Learning)
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	

Practical:

1. Analysis of exploratory research design using software's
2. Analysis of descriptive research design using software
3. Preparing questionnaire using software
4. Preparing interview
5. Preparing survey
6. Preparing a report on banking company
7. Prepare a report on ethical hacking
8. Preparing diagnostic research design
9. Derivation of rank sum test using SPSS
10. Derivation of chi –square problem using SPSS
11. Derivation of ANNOVA problem using SPSS
12. Derivation of Z test using SPSS
13. Derivation of T test using SPSS
14. Derivation of regression using SPSS
15. Derivation of mean, mode & median using SPSS
16. Derivation of mann whitney U test using spss

Three Practical from each unit .

One simulation exercise.

Practical will be conducted as per the practical manual

BM 206	Business Strategy & Corporate Governance Ethics
Prerequisite	Completion of senior secondary course with basic IQ Level

Learning Objectives	The Objectives of the course are :
	Understand the nature of competition and industries at an advanced level.
	Understand how external forces such as social, political/legal, economic, and technological,
	Understand the sophisticated relationships among the functional areas of an organization (marketing, human resources, production, finance, and accounting) and how effective strategic planning requires a concerted effort among all functional areas.
	Understand strategy research, including extensive use of the internet as a research tool
Salient features	The students will be able to
	Use analytical and problem-solving skills in decision making.
	Be knowledgeable about the differences among global economies, institutions, and cultures and understand the implications these have on global management.
Utility	The student will be able to apply the strategic management model to the analysis of an ongoing enterprise, including industry, environmental, and firm assessments; firm, business, and functional strategic assessments; development and evaluation of strategic alternatives; and strategic implementation and control
UNIT – I	Introduction to Business Strategy
	Introduction, Concept of Business Strategy, Need for Business Strategy, Essentials of Effective Strategy, Effects of Inadequate Strategies, Functions of Business Strategies
UNIT – II	External, Operating & Internal Environment:
	Social, Ethical, Economic, Technological, Legal/Political, Global Environment, Sources of External Environment Information, External Stakeholders & Environmental Uncertainty, Competitive forces- customers, suppliers, existing competitors, potential competitors and entry barriers, Internal resource and competitive advantage
UNIT – III	Strategic Alternative Development:
	Value of developing strategic alternatives, Generic Business Strategies, corporate strategies, Functional strategies
UNIT – IV	Structure & Strategy:
	Strategy structure fit, Business level structures – Functional, product/market, project matrix, network, Corporate level structures – divisional, strategic business units, corporate matrix, translational
UNIT – V	Strategic Control:
	Meaning of strategic control, System, elements of strategic control system, Feed forward control, feedback control and concurrent control, Criteria for evaluation – quantitative/qualitative, Corporate restructuring
List of Expt.	
Text Book	<ol style="list-style-type: none"> 1. Prasad, LM – Business Policy & Strategy – Sultan Chand & Sons 2. Michael, VP – Globalization, Liberalization & Strategic Management – McGrawHill
Reference Books	<ol style="list-style-type: none"> 1. Grant, RM – Contemporary Strategy Analysis – Blackwell Publishers 2. Harrison, J.S, St. John, CH – Strategic Management of Organizations & Stakeholders – South Western College

	Publishing
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	

BM 208	Quantitative Techniques & Business Statistics
Prerequisite	Completion of senior secondary course with basic IQ Level
Learning Objectives	The Objectives of the course are :
	Understand relevance & need of quantitative methods for making business decisions
	Demonstrate a sound knowledge of fundamentals of statistics and statistical techniques
	Able to apply quantitative methods to solve a variety of business problems
	Able to understand the latest techniques of Q.T.
Salient features	The students will be able to:
	1. Able to conceptualize different concepts used in Q.T.
	2. Able to implement the knowledge about the different scientific theories used in business simulations.
	3. Able to implement the latest techniques of of linear programming, matrix, decision theory, game theory
Utility	Provides students with quantitative skills that are required to make business decisions. These skills involve using statistical, forecasting and estimation techniques. Formulation and application of mathematical models in business decision making scenarios.
UNIT – I	Introduction:
	Definition & classification of quantitative techniques, methodology, advantages. Definition of matrix, their types & operations, determinant of a matrix, ad joint & inverse of a matrix, methods of matrix to solve linear equations
UNIT – II	Transportation and Assignment Problems:
	Methods of solving transportation Problem, MODI Method, their issues & techniques to solve them, Methods of making initial assignment, optimality test methods, their issues & techniques to solve them, concept, method to solve them – hungarian method, their issues.
UNIT – III	Measures of Central Tendency:
	Measure of Central Tendency Mean, Median, Quartiles, Deciles, Percentiles, Mode, Geometric mean, Harmonic mean, Merit and demerit of all the averages
UNIT – IV	Data and Measures of Dispersion
	Introduction to statistics, Meaning and scope, Limitation of Statistics, Data, Types of data, Methods of data collection Measure of Variations Introduction, Range, Mean Deviation, Quartile Deviation, Variance, Standard Deviation, Coefficient of variation, Skewness, kurtosis
UNIT – V	Correlation and Regression Analysis:
	Correlation: concept, Type of correlation, Measure of correlation Regression: concept,

Line of regression X on Y, Line of regression Y on X, Relation between correlation and regression	
List of Expt.	
Text Book	<ol style="list-style-type: none"> 1. Taha Hamdy - Operations Research - An Introduction (Prentice-Hall, 9th edition) 2. Vohra - Quantitative Techniques in Management (Tata McGraw-Hill, 2nd)
Reference Books	<ol style="list-style-type: none"> 1. Khandelwal, Gupta Quantitative Techniques 2. Dr. N. P. Agarwal Quantitative Techniques 3. Khandelwal, Gupta, Agrawal, Ahmed Quantitative Analysis for Management
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	

BM 301	Project Management
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are :
	To create an understanding regarding the projects undertaken by the project managers and decision making and team building tasks related to them.
	To gain in depth knowledge about Project initiation, planning, implementation and control.
	To have understanding about different techniques of financial, market and technical analysis
	Able to analyze different barriers to project implementation and to learn the techniques to solve them through operational workouts and live case studies.
Salient features	The students will be able to
	Able to conceptualize different regarding the projects undertaken by the project managers and decision making and team building tasks related to them.
	Able to implement the knowledge they carry about Project initiation, planning, implementation and control.
	Able to apply different techniques of financial, market and technical analysis
	Able to overcome the barriers to project implementation by applying the techniques to solve them.
Utility	This This course will equip the students to various feasibility analyses – Market, Technical, Financial and Economic. To equip them with the knowledge and skills required to be successful in applying Project Management.
UNIT – I	Introduction to Project Management:
	An Overview, Project Management Environment, Project Management Process
UNIT – II	Project Initiation:
	Project Idea Generation & Screening, Market & Technical Analysis, Overview of Financial Analysis

UNIT – III	Project Planning:
Project Scope Management, Identifying Project Activities, Activities – Sequencing, Estimating Duration & Scheduling	
UNIT – IV	Project Implementation & Control:
Building Project Team, Project Review & Control, Project Communication Management, Project Cost & Risk Management, Project quality & Procurement Management	
UNIT – V	Project Auditing & Closing:
Project Auditing, Project Closing	
List of Expt.	
Text Book	Chandra; Projects- Planning, Analysis, Selection, Financing, Implementation and Review', VI Edition, Tata Mc Graw Hill, 8th Edition 2015.
Reference Books	<ol style="list-style-type: none"> 1. Nagarjuna – Project Management 2. Motto P K – Project Formulation in Developing Countries
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	

BM 302	Entrepreneurship and Small Scale Business Management
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are :
	understanding the concepts of entrepreneurship, innovation, entrepreneurship and small business management
	How to use systems thinking and design thinking to develop new venture ideas
	How to use customer ethnography and interviews to validate value proposition(s) of new venture ideas
	How to use the business model canvas to operationalize new venture ideas
Salient features	The students will be able to
	Able to conceptualize the entrepreneurship ideas.
	Able to understand ESSB techniques
	Able to implement the effectiveness of ESSB.
Utility	The student will be able to gather knowledge for the practical life and profession
UNIT – I	Introduction:
Meaning and Importance ,Evolution of term 'Entrepreneurship', Factors influencing entrepreneurship - Psychological factors, Social factors, Economic factor, Environmental factors, Characteristics of an entrepreneur, Entrepreneur and Entrepreneur, Types of entrepreneur. Entrepreneurial Motivation	

UNIT – II	Business Idea and Feasibility
Creativity, innovation and entrepreneurship; mental locks" that limit individual creativity; steps in the creative process; techniques for improving the creative process; protection of intellectual property involving patents, trademarks, and copyrights.	
UNIT – III	Business plan writing,
Scope, type, process of identifying targetmarket, survey industry & competitionanalysis.	
UNIT – IV	Technical entrepreneur
The E-entrepreneur Process of creating and growing high potential ventures; basic approaches to launch an e-commerce effort	
UNIT – V	Small business management:
Starting up a new business venture, Scope of fund raising to start up a new venture. Intrapreneurship Concept and importance in corporate environment.	
List of Expt.	
Text Book	<ol style="list-style-type: none"> 1. Hatten, Timothy S. (2016). Small Business Management 6th edition Mason 2. Justin G. Longenecker, Carlos W. Moore, J. William Petty, Leslie E. Palich <i>Small Business Management - An Entrepreneurial Emphasis 13th Edition</i> ©2006
Reference Books	<ol style="list-style-type: none"> 1. Entrepreneurship Development Khanka S. Chand 2. Entrepreneurship, Robert D Hisrich, Micheal P. Peter
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	
Practicals	<ul style="list-style-type: none"> • Discuss the availability of entrepreneurial opportunities. • Discuss the factors that make the family business unique. • Understand the franchising Concept. • Understand the reasons for starting a new business rather than buying an existing firm or acquiring a franchise. • Define competitive advantage. • Develop a comprehensive business plan. • Discuss the nature of the marketing research process. • Identify the factors affecting choice of a business location. • Describe the purpose and content of financial statements. • Identify the key characteristics of consumer behavior. • Discuss the role of cost and demand factors in setting a price. • Describe the communication process and the factors determining a promotional mix. • Explain the impact of social responsibilities on small businesses. • Discuss the distinctive features of small firm management. • Explain the importance of employee recruitment and identify some sources that can be useful in finding qualified applicants. • Explain the key elements of total quality management (TQM) programs. • Explain the importance of computer technology for small businesses. • Identify the basic requirements for an accounting system. • Describe the working-capital cycle of a small business. • Define and explain the nature of risk. • Explain the importance of an exit strategy.

EN 105	Professional Communication- I
Prerequisite	Completion of senior secondary course with basic IQ Level
Learning Objectives	The Learning Objectives of the course are:
	To provide an overview of Prerequisites to Business Communication.
	To put in use the basic mechanics of Grammar.
	To provide an outline to effective Organizational Communication.
	To underline the nuances of Business communication.
Salient features	The students will be able to
	To be familiar with the complete course outline/Course Objectives/Learning
	Outcomes/ Evaluation Pattern & Assignments
	To participate in an online learning environment successfully by developing the
Utility	Classroom assignments/activities specifically designed to encourage students to play an active role for enhancing their knowledge and developing learning strategies. Blended learning - online and traditional lectures with other active teaching methodologies, such as group discussions, cooperative group solving problems, quizzes, discussions and assignments enable students towards understanding various aspects of effective communication
UNIT – I	Introduction to Communication:
	Concept & Learning Objectives, Nature & Role of Communication, Effective Communication, Barriers of Communication.
UNIT – II	Communication Process:
	Types of Communication, Formal & Informal, Upward & Downward, Vertical & Horizontal, Grapevine, Listening Process – Types
UNIT – III	Verbal & Non-verbal Communication:
	Oral & Written, Business Correspondence, Letters, Internal Office Notes, Orders & Feedback, Body Language
UNIT – IV	Oral Communication:
	Group Discussion, Public Speaking, Interviews
UNIT – V	Presentations:
	Concept & Characteristics, Presentation Skills, Use of audio & visual aids. Concepts, Types of Report-Writing.
Text Book	C.B. Gupta – Business Communication & Customer Relations (Chand & Co.)

	Webster's Guide to Effective Letter Writing – Harpes & Rowe
Reference Books	Karl Eric Roserngen – Communication: An Introduction Asha Kaul – Business Communication – Prentice Hall Sushil Behl – Business Communication Today Response Books
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on :	
<p>Practical</p> <ol style="list-style-type: none"> 1. Group Discussion 2. Interview Preparation – preparation of questions and suitable response 3. Presentation Skills 4. Body language training 5. Business etiquettes 6. Business Games 7. Business correspondence letters 8. Internal office notes 9. Active listening process 10. Just one minute on important issues 11. Preparation of office orders 12. Preparation of circulars 13. Preparation of notices 14. Business terms 15. Role of feedback and preparation of feedback form <p>Three Practical from each unit. One simulation exercise. Practical will be conducted as per the practical manual</p>	

BM 106	Fundamentals of Financial Management
Prerequisite	Completion of senior secondary course with basic IQ Level
Learning Objectives	The Objectives of the course are :
	1. Define what finance is and how it relates to economic theory and accounting information.
	2. Conduct a forecast using relevant data.
	3. To have understanding about Basic Entries to record a transaction
	4. Able to analyze Inventory Valuation, Joint Stock Company, preparation of company Accounts
Salient features	The students will be able to
	Able to conceptualize Financial Statement

	Able to get company Inventory Valuation, joint stock Company
	Can prepare company Accounts
Utility	The student will be able to gather knowledge for the practical life and profession
UNIT – I	Introduction:
	Concept, nature & Objectives of financial management, financial goal, finance functions, Indian financial system.
UNIT – II	Financing Decisions:
	Concept, leverage, EBIT-EPS analysis.
UNIT – III	Cost of Capital
	Concept, cost of different sources of finance – debenture, term loan, preference capital, equity capital.
UNIT – IV	Capital Budgeting
	Concept, financial appraisal of a project, investment evaluation criteria – PBP, ARR, NPV, BCR, IRR, DPBP, ACC, etc., concept,
UNIT – V	Working Capital Management:
	Concept, need & objective of WC management, list of CAs & CLs, operating cycle & its use in working capital management, financing current assets, inventory, cash & receivables management, concept, tools of analysis – ratio analysis & fund flow analysis.
List of Expt.	
Text Book	<ul style="list-style-type: none"> • I. M. Pandey Financial Management • Khan & Jain Financial Management
Reference Books	<ul style="list-style-type: none"> • Van Horne Financial Management • Prasana Chandra Financial Management
Mode of Evaluation	Assignment/Practical Questions/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on	
Practical:-	
1. Future Value & Present Value	
2. Annuity	
3. Fund Flow Statement	
4. Cash flow statement	
5. Ratio Analysis	
6. Cost of Capital & Capital Structure	
7. Equity & overall cost of capital,	
8. Capital Budgeting,	

9. Theories of Capital structure & Restructure
10. Dividend Policy
11. Valuation of a Firm
12. Leverages
13. EPS
14. Operating leverages
15. Financial leverages
Three Practicals from each unit.
One simulation exercise.

Practicals will be conducted as per the practicals manual

BM 108	Human Resource Management
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are:
	The general purpose is to familiarize students with the basic principles and techniques of human resource management
	The course takes a practical view that integrates the contributions of the behavioural sciences with the technical aspects of implementing the HR function in the 'real world.'
	To enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations
Salient features	The students will be able to
	1. Conceptualize HR function, its processes and importance.
	2. Get insight into HR processes
	3. Know Business terminology related to HR function.
Utility	The student will be able to Understand the implications for human resource management of the behavioral sciences, government regulations, and court decisions Students will understand HR function (e.g. – recruitment, selection, training and development, etc.) and be familiar with each element's key concepts & terminology
UNIT – I	Introduction to HRM:
Definition and Concept, Features , Objectives, Functions, Scope and Development of Human Resource Management, Importance of Human Resource Management, Human Resource Practices	

Introduction, Concept of Personnel Management, Personnel Management in India, Functions of the Labour Welfare Officer, Difference Between Personnel Management and HRM	
UNIT – II	Human Resource Planning:
Concept of Human Resource Planning (HRP), Factors in HRP, Process of HRP	
UNIT – III	Job Analysis, Recruitment and selection
Job Analysis, Job Description, Writing a Job Description, Job Specification, Job Design Introduction, Concept of Recruitment, Factors Affecting Recruitment, Types of Recruitment Introduction, Concept of Selection, Process of Selection, Selection Tests, Barriers in Selection.	
UNIT – IV	Performance Appraisal and Compensation Management:
Introduction, Concept of Performance Appraisal, Purpose of performance appraisal, Process, Methods of Performance Appraisal, Major Issues in Performance Appraisal Elements of Compensation, Factors affecting Compensation, Fringe Benefits, TimeWage and Piece WageSystem.	
UNIT – V	Employee Relations:
Introduction, Concept of Employee Relations, Managing Discipline, Managing Grievance , Employee Counseling ,Employee Empowerment: Introduction, Concept of Employee Empowerment, Process of Empowerment, Empowerment in Indian Scenario, Empowerment in Global Scenario International HRM: Introduction, Comparison of Domestic and International HRM, Challenges in International HRM	
Text Book	1. Dessler, G. Fundamentals of Human Resource Management (4th Edition, Pearson)ISBN: 9780133791532
Reference Books	1. Gary Dessler – Human ResourceManagement 2. Pareek U. & T.V Rao – Designing & Managing Human ResourceSystems 3. Managing and measuring employee performance – Understanding practice; Elizabeth Houldsworth, Dilum, Jirasinghe
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	
Practical to be conducted:	<ul style="list-style-type: none"> 1. Differentiate between HRM and PM. 2. Sketch the HRM department for an Indian Business unit. 3. Identify the role of Hr’s in today’s scenario globally 4. Estimation of employees by HR department. 5. Techniques of HR Planning. 6. Process of conducting Job Analysis 7. Techniques of Job Designing 8. Preparation of a recruitment ad for a job 9. Process of selection

	<p>10. TNA analysis</p> <p>11. How To conduct training by various methods.</p> <p>12. Comparative study of PAM of two industries.</p> <p>13. Calculate Time wage and price wage.</p> <p>14. Classification Industrial Dispute and Settlement Machinery.</p> <p>15. Design an employee benefit programme for your organization.</p> <p>Three Practical from each unit .</p> <p>One simulation exercise.</p> <p>Practical will be conducted as per the practical manual</p>
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	Foundation to AI, Data Science, BI and Data Analytics
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are :
	The objective of this course is to teach students the concepts of current main conceptual frameworks at use in AI Business Intelligence and Data Analytics.
	To teach students the concepts of current main conceptual frameworks at use in AI Learning
Salient features	The students will be able to
	Uses of AI, Ethics present and future
	Introduction to Machine Learning
	Application of AI by domain, Role of AI in society.
Utility	The student will be able to gather knowledge for the practical life and profession
UNIT – I	Introduction to Data Science:
Defining Data Science and Big Data, Benefits and Uses of Data Science	

<p>and Big Data, Facets of Data, Structured Data, Unstructured Data, Natural Language, Machine generated Data, Graph based or Network Data, Audio, Image, Video, Streaming data, Data Science Process, Big data ecosystem and data science, distributed file systems, Distributed programming framework, data integration framework, machine learning framework, No SQL Databases, scheduling tools, benchmarking tools, system deployments</p>	
UNIT – II	Data Science Processes
<p>Six steps of data science processes, define research goals, data retrieval, cleansing data, correct errors as early as possible, integrating – combine data from different sources, transforming data, exploratory data analysis, Data modelling, model and variable selection, model execution, model diagnostic and model comparison, presentation and automation.</p>	
UNIT – III	Introduction to Machine Learning
<p>What is Machine Learning, Learning from Data, History of Machine Learning, Big Data for Machine Learning, Leveraging Machine Learning, Descriptive vs Predictive Analytics, Machine Learning and Statistics, Artificial Intelligence and Machine Learning, Types of Machine Learning – Supervised, Unsupervised, Semi-supervised, Reinforcement Learning, Types of Machine Learning Algorithms, Classification vs Regression Problem, Bayesian, Clustering, Decision Tree, Dimensionality Reduction, Neural Network and Deep Learning, Training machine learning systems</p>	
UNIT – IV	Introduction to AI
<p>What is AI, Turing test, cognitive modelling approach, law of thoughts, the relational agent approach, the underlying assumptions about intelligence, techniques required to solve AI problems, level of details required to model human intelligence, successfully building an intelligent problem, history of AI</p>	
UNIT – V	Introduction to Data Analytics:
<p>Working with Formula and Functions, Introduction to Power BI & Charts, Logical functions using Excel, Analysing Data with Excel.</p>	
List of Expt.	
Text Book	<ol style="list-style-type: none"> 1. Artificial Intelligence Third Edition By Kevin Knight, Elaine Rich, B. Nair – McGrawHill
Reference Books	<ol style="list-style-type: none"> 1. Artificial Intelligence 3e: A Modern Approach Paperback – By Stuart J Russell & Peter Norvig; Publisher – Pearson □ 2. Artificial Intelligence Third Edition By Patrick Henry Winston – Addison-Wesley Publishing Company

Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	
Practicals	Understanding the software MS Office 2013/2016 Version

Semester 2

	<i>Data Analysis using Python, Numpy, Pandas, Matplotlib, and Seaborn</i>
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are :
	The objective of this course is to teach students the concepts of Python Programming Language with Libraries
	To teach students the concepts of current main conceptual frameworks at use in AI Learning
Salient features	The students will be able to
	Uses of Python language
	Introduction to Python programming
	Application of Python language by domain,
Utility	The student will be able to gather knowledge for the practical life and profession
UNIT – I	Python programming Basic:
Python interpreter, IPython Basics, Tab completion, Introspection, %run command, magic commands, matplotlib integration, python programming, language semantics, scalar types. Control flow.	

UNIT – II	Data Structure, functions, files:
	tuple, list, built-in sequence function, dict, set, functions, namespace, scope, local function, returning multiple values, functions are objects, lambda functions, error and exception handling, file and operation systems
UNIT – III	NumPy: Array and vectorized computation:
	Multidimensional array object. Creating ndarrays, arithmetic with numpy array, basic indexing and slicing, Boolean indexing, transposing array and swapping axes, universal functions, array-oriented programming with arrays, conditional logic as arrays operations, file input and output with array
UNIT – IV	Pandas:
	Pandas data structure, series, DataFrame, Index Object, Reindexing, dropping entities from an axis, indexing, selection and filtering, integer indexes, arithmetic and data alignment, function application and mapping, sorting and ranking, correlation and covariance, unique values, values controls and membership, reading and writing data in text format.
UNIT – V	Visualization with Matplotlib:
	Figures and subplots, colors, markers, line style, ticks, labels, legends, annotation and drawing on subplots, matplotlib configuration Plotting with pandas and seaborn: line plots, bar plots, histogram, density plots, scatter and point plots, facet grids and categorical data
List of Expt.	
Text Book	Christian Heumann, Michael Schomaker Shalabh (2016), Introduction to Statistics and Data Analysis With Exercises, Solutions and Applications in R, Springer International Publishing, ISBN 978-3-319-46160-1 <input type="checkbox"/>
Reference Books	Achim Klenke, (2014), Probability Theory A Comprehensive Course Second Edition, Springer, ISBN 978-1-4471-5360-3 <input type="checkbox"/> Douglas C. Montgomery, (2012), Applied Statistics and Probability for Engineers, 5th Edition, , Wiley India, ISBN: 978-8-126-53719-8.
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	
Practicals	

	Data Analytics and Visualization-Tools & Techniques
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are :
	The objective of this course is to teach students the concepts of visualization using data and how it is important in business decisions.
	to understand the data analysis & visualize your data & method, understanding models not just a tool-oriented Analyst.
Salient features	The students will be able to
	It will teach you how to understand data fundamental, analyse the data methodology, techniques, powerful dashboards, Power BI & Visualization power of data along with a strong focus on case studies to ensure hands on learning. Once armed with analytics, you will also learn the powerful data visualization tool like Advanced version of Excel, Power Map, Power BI, Business Intelligence software, Tableau desktop version & other open source tools etc to present your analysis.
Utility	The student will be able to gather knowledge for the practical life and profession
UNIT – I	INTRODUCTION TO DATA HANDLING
	Overview of Data analysis, Introduction to Data visualization, Working with statistical formulas - Logical and financial functions , Data Validation & data models, Power Map for visualize data , Power BI-Business Intelligence , Data Analysis using statistical methods, Dashboard designing.
UNIT – II	INTRODUCTION TO DATA MANIPULATION USING FUNCTION
	Heat Map, Tree Map, Smart Chart, Azure Machine learning , Column Chart, Line Chart , Pie, Bar, Area, Scatter Chart, Data Series, Axes , Chart Sheet , Trendline , Error Bars, Sparklines, Combination Chart, Gauge, Thermometer Chart , Gantt Chart , Pareto Chart etc , Frequency Distribution, Pivot Chart, Slicers , Tables: Structured References, Table Styles , What-If Analysis: Data Tables Correlation model Regression model
UNIT – III	Data Strategy & Consumer behaviour Analytics:
	Understanding Product & Category, Competitive Analysis, Market Share understanding- Market potential Index, Seasonality-Sales Trending, Consumer behaviour Analytics-MIND AND MARKET FACTORS, Budget planning & Execution- MIMI, Regression & Correlation Analysis for Sales trending, Forecasting method with predictive investment modelling, Cohort Analysis, Google Analytics(GA), Case Studies-Assignments
UNIT – IV	TABLEAU SOFTWARE: GETTING STARTED WITH TABLEAU SOFTWARE:
	What is Tableau? What does the Tableau product suite comprise of? How Does Tableau Work? Tableau Architecture, What is My Tableau Repository? Connecting to Data & Introduction to data source concepts, Understanding the Tableau workspace, Dimensions and Measures, Data Types & Default Properties, Building basic views, Saving and Sharing your work-overview
List of Expt.	

Text Book	"Information Dashboard Design: Displaying Data for At-a-glance Monitoring" by Stephen Few
Reference Books	"Beautiful Visualization, Looking at Data Through the Eyes of Experts by Julie Steele, Noah Iliinsky"
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	
Practicals	

Semester 5 Risk and fraud Analytics

	Risk & Fraud Analytics
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are :
	<p>The objective of this course is</p> <p>to help student understand the concepts of Fraud Analytics and understand the process of understanding the process of detecting the fraud in bill scheme, payroll fraud, and expense reimbursement fraud.</p> <p>.</p>
	To understand how the Analytics can be used in Supply Chain Management, Demand, Sales, Operation, Inventory and Supply. The course also focuses on understanding the concepts of Human resources Analytics and the analysis of key human resources metrics
Salient features	The students will be able to
	<input type="checkbox"/> Process of fraud analytics <input type="checkbox"/> Fraud analytics test <input type="checkbox"/> Fraud analytics for billing scheme, payroll fraud, employee reimbursement fraud

	<input type="checkbox"/> The concepts of Supply chain Analytics <input type="checkbox"/> Understand the concepts of Demand Analytics, Sales and Operation Analytics, Inventory and Supply Analytics <input type="checkbox"/> The concepts of Human Resource Analytics
Utility	The student will be able to gather knowledge for the practical life and profession
UNIT – I	INTRODUCTION TO RISK AND FRAUD ANALYTICS
	Introduction- Define fraud, anomalies vs fraud, types of fraud, the risk of fraud, Fraud detection, Recognizing Fraud, Data analytical software, anomalies versus fraud within data, Fraud Data inclusions and deletions
UNIT – II	Fraud Data Analysis Process
	Evaluation and analysis, obtain data file, Type of file formats, Data analysis preparation, arrange data, organize data Data Analysis Tests – Benford’s Law, Number duplication test, z-score, relative size factor test, same-same-same test, same-same-different test, even amounts, correlation, trend analysis.
UNIT – III	Billing Scheme
	Data familiarization, Benfords’s law test, relative size factor test, z-score, even dollar amounts, same-same-same test, same-same-different test, payment without purchase orders test, length of time between invoice and payment dates test, search for post office box, match employee address to supplier, duplicate addresses in vendor master, payments to vendor not in master, gap detection of check number sequences
UNIT – IV	Payroll Fraud and Expense Reimbursement Fraud
	Course Rationale: The course is designed to help understand the concepts of fraud analytics, how to analyse the risk of fraud, fraud data analysis
List of Expt.	
Text Book	
Reference Books	
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	
Practicals	

	Machine Learning for Business
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are :
	The objective of this course is to teach students the basic concepts of machine learning, supervised learning, unsupervised learning, and reinforcement learning..
	To understand how the Analytics can be used in Supply Chain Management, Demand, Sales, Operation, Inventory and Supply. The course also focuses on understanding the concepts of Human resources Analytics and the analysis of key human resources metrics
Salient features	The students will be able to
	<ol style="list-style-type: none"> 1. Basic Algorithms of Machine Learning 2. Supervised and Unsupervised Learning 3. Linear Regression, Classification, Tree, PCA, SVD, SVM 4. Resampling Methods and Optimization Techniques
Utility	The student will be able to gather knowledge for the practical life and profession
UNIT – I	INTRODUCTION TO MACHINE LEARNING
	Learning systems, real world applications of machine learning, why machine learning, variable types and terminology, function approximation Types of machine learning: Supervised learning, unsupervised learning, reinforcement learning
UNIT – II	Important concepts of machine learning:
	Parametric vs non-parametric models, the trade-off between prediction accuracy and model interpretability, the curse of dimensionality, measuring the quality of fit, bias-variance trade off, overfitting, model selection, no free lunch theorem.
UNIT – III	Linear Regression
	Linear regression, estimating the coefficients, accessing the accuracy of coefficient estimates, accessing the accuracy of the model, multiple linear regression, qualitative predictors
UNIT – IV	Classification
	Logistic regression, estimating regression coefficients, making predictions, multiple logistic regressions, linear discriminant analysis, bayes' theorem of classification, LDA for $p=1$, LDA for $p>1$, quadratic discriminant analysis
List of Expt.	
Text Book	Machine Learning by Tom M. Mitchell - McGraw Hill Education; First edition

Reference Books	Pattern Recognition and Machine Learning (Information Science and Statistics) by Christopher M. Bishop - Springer; 1st ed. 2006. Corr. 2nd printing 2011 edition
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	
Practicals	

Semester 6 **Supply Chain Analytics & HR Analytics**

	Supply Chain Analytics & HR Analytics
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are :
	<i>The objective of this course is understand Supply Chain Analytics..</i>
	To understand how the Analytics can be used in Supply Chain Management, Demand, Sales, Operation, Inventory and Supply. The course also focuses on understanding the concepts of Human resources Analytics and the analysis of key human resources metrics
Salient features	The students will be able to
	About Supply chain Analytics and HR analytics and its tools
Utility	The student will be able to gather knowledge for the practical life and profession
UNIT – I	Introduction to Supply Chain Analytics
	Components of Supply Chain Analytics, Big Data in Supply Chain Analytics, Strategic goal, Demand Analytica, Forecasting, unbiased forecast, forecasting stable products, forecasting new replacement and non-replacement products, measure forecast accuracy,
UNIT – II	Sales and Operation Analytics
	Introduction, newsvendor problem, analyzing demand variability, Supply and resource constraints, excess supply, Inventory and Supply Analytics – Introduction to inventory management problem, lot size restrictions, volume discount and joint replenishment, lead time variability, Dynamic Inventory control

UNIT – III	HR Analytics
Importance of HR Analytics, changing world of man power, HR Analytics Framework, Workforce planning analytics, sourcing analytics, acquisition/hiring analytics, onboarding, culture fit, and engagement analytics, performance assessment analytics, employee lifetime value and cost modeling, Employee wellness and health analytics	
UNIT – IV	Trends.
Turnover trends, labor turnover index, correlation, predictive forecasting for growth, analyze the actual number of employees to work in a company, analyze prime working days, analyze employee standard unit cost, analyze appraisal cost,	
List of Expt.	
Text Book	
Reference Books	
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	
Practicals	

Semester 6 **Statistics & Computational Data Analysis**

	Statistics & Computational Data Analysis
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are :
	The objective of this course is to teach students the concepts of Statistics, probability, probability distribution, and other statistical methods to solve various engineering problems
	To teach students the fundamentals of Python Programming Language, Numpy, Pandas, and matplotlib <input type="checkbox"/> The objective of this course is to teach students the basic concepts of Statistics, Probability and probability distribution and other statistical methods to solve various engineering problems

Salient features	The students will be able to Basic of Python Programming 2. Pandas, Numpy, Matplotlib 3. Basics of Statistics and Probability distributions 4. Various tests of Hypothesis and Significance
Utility	The student will be able to gather knowledge for the practical life and profession
UNIT – I	Python programming Basic
	tuple, list, built-in sequence function, dict, set, functions, namespace, scope, local function, returning multiple values, functions are objects, lambda functions NumPy: Array and vectorized computation: Multidimensional array object. Creating ndarrays, arithmetic with numpy array, basic indexing and slicing, Boolean indexing, transposing array and swapping axes,
UNIT – II	Pandas
	Pandas: Pandas data structure, series, DataFrame, Index Object, Reindexing, dropping entities from an axis, indexing Visualization with Matplotlib: Figures and subplots, colors, markers, line style, ticks, labels, legends, annotation and drawing on subplots, matplotlib configuration, Plotting with pandas and seaborn
UNIT – III	Data description:
	Data description: Displaying data on a single variable (graphical methods, measure of central tendency, measure of spread), displaying relationship between two or more variables, measure of association between two or more variables. Probability Theory: Sample space and events, probability, axioms of probability, independent events, conditional probability, Bayes' theorem.
UNIT – IV	Random Variables:
	Random Variables: Discrete and continuous random variables. Probability distribution of discrete random variables, binomial distribution, Probability distribution of continuous random variables, normal (gaussian) distribution Interval Estimations, Confidence interval of means and proportions, Test of Statistical Hypothesis and p-values Christian Heumann, Michael Schomaker Shalabh (2016), Introduction to Statistics and Data Analysis With Exercises,
List of Expt.	
Text Book	Achim Klenke, (2014), Probability Theory A Comprehensive Course Second Edition, Springer, ISBN 978-1-4471-5360-3 Solutions and Applications in R, Springer International Publishing, ISBN 978-3-319-46160-1

Reference Books	
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	
Practicals	

Semester 6 **R Programming for Data Science and Data Analysis**

	R Programming for Data Science and Data Analysis
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are :
	The objective of this course is to teach students the concepts of R a Programming language. R is a programming language for statistical computing and graphics that you can use to clean, analyze, and graph your data. It is widely used by researchers from diverse disciplines to estimate and display results and by teachers of statistics and research methods
	To teach students the fundamentals of R Programming Language
Salient features	The students will be able to 1. Open Source. ... 2) Platform Independent. ... 3) Machine Learning Operations. ... 4) Exemplary support for data wrangling. ... 5) Quality plotting and graphing. ... 6) The array of packages. ... 7) Statistics
Utility	The student will be able to gather knowledge for the practical life and profession

UNIT – I	<i>Getting Started with R and R Workspace</i>
<p>Introducing R, R as a programming Language, the need of R, Installing R, RStudio, RStudio's user interface, console, editor, environment pane, history pane, file pane, plots pane, package pane, help and viewer pane</p> <p>R Workspace, R's working directory, R Project in R Studio, absolute and relative path, Inspecting an Environment, Inspect existing Symbols, View the structure of object, Removing symbols, Modifying Global Options, Modifying warning level, Library of Packages, Getting to know a package, Installing a Package from CRAN, Updating Package from CRAN, Installing package from online repository, Package Function, Masking and name conflicts</p>	
UNIT – II	Basic Objects and Basic Expressions
<p>Vectors, Numeric Vectors, Logical Vectors, Character Vectors, subset vectors, Named Vectors, extracting element, converting vector, Arithmetic operators, create Matrix, Naming row and columns, subsetting matrix, matrix operators, creating and subsetting an Array, Creating a List, extracting element from list, subsetting a list, setting value, creating a value of data frame, subsetting a data frame, setting values, factors, useful functions of a data frame, loading and writing data on disk, creating a function, calling a function, dynamic typing, generalizing a function. Assignment Operators, Conditional Expression, using if as expression and statement, using if with vectors, vectorized if: ifelse, using switch, using for loop, nested for loop, while loop</p>	
UNIT – III	Working with Basic Objects and Strings:
<p>Working with object function, getting data dimensions, reshaping data structures, iterating over one dimension, logical operators, logical functions, dealing with missing values, logical coercion, math function, number rounding functions, trigonometric functions, hyperbolic functions, extreme functions, finding roots, derivatives and integration, Statistical function, sampling from a vector, Working with random distributions, computing summary statistics, covariance and correlation matrix, printing string, concatenating string, transforming text, Formatting text, formatting date and time, formatting date and time to string, finding string pattern, using group to extract data, reading data</p>	
UNIT – IV	Working with Data – Visualize and Analyze Data
<p>Reading and Writing Data, importing data using built-in-function, READR package, export a data frame to file, reading and writing Excel worksheets, reading and writing native data files, loading built-in data sets, create scatter plot, bar chart, pie chart, histogram and density plots, box plot, fitting linear model and regression tree</p>	
List of Expt.	
Text Book	<p>Achim Klenke, (2014), Probability Theory A Comprehensive Course Second Edition, Springer, ISBN 978-1-4471-5360-3</p> <p>Solutions and Applications in R, Springer International Publishing, ISBN 978-3-319-46160-1</p>
Reference	Reference Books:

Books	<input type="checkbox"/> Hands-On Programming with R by Garrett Grolemund <input type="checkbox"/> R for Data Science by Hadley Wickham & Garrett Grolemund
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	
Practicals	

BM	MANAGEMENT INFORMATION SYSTEM
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	<p>This course emphasizes effective ways of building a model of the real world and optimizing it through normalization algorithms. The study of MIS is now of fundamental importance in the field of computer science and management information system.</p> <p>To describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems</p>
Salient Features	<p>Students will be able to relate the basic concepts and technologies used in the field of management information systems;</p> <p>Compare the processes of developing and implementing information systems. Outline the role of the ethical, social, and security issues of information systems.</p>
Utility	Students will be able to translate the role of information systems in organizations, the strategic management processes, with the implications for the management. Apply the understanding of how various information systems like DBMS work together to accomplish the information objectives of an organization.
UNIT – I	Information & System:
	MIS concept - Definition –Role of the MIS - Impact of the MIS-MIS and the user - Management as a control system – MISa support to management - Development process of the MIS.
UNIT – II	System analysis and design
	System - Need for system analysis - System analysis of the existing system - System analysis of a new requirements - System Development Model - Structured System Analysis and Design - Object Oriented Analysis.
UNIT – III	Information system applications:
	MIS applications, DSS – GDSS - DSS applications in E enterprise - Knowledge Management System and Knowledge Based Expert System - Enterprise Model System and E-Business, E-

Commerce, E-communication, Business Process Reengineering.	
UNIT – IV	Technology of information system:
Data process- Transaction and application process Information system process; Unified communication and network; Security challenges in E-enterprises; Security threats and vulnerability-Controlling security threat and vulnerability	
UNIT – V	Data base management system:
Objectives of data base approach- Characters of database Management systems- Data processing system- Components of DBMS packages - Data base administration- Data models - Data warehouse.	
Text Book	<ol style="list-style-type: none"> 1. Database Management System, Alex Leon, Mathews Leon, Pearson Education 2. Database Management Concepts, Korth, McGraw-Hill Education 3. Database Management System, C.J.Date, O'Reilly Media 4. Relation Database: Theory & PRACTICALS , Val Occardi, BPB Publications, New Delhi,
Reference Books	<ol style="list-style-type: none"> 1. Henry Luca: Management Information Technology 2. Laudon & Laudon: Information Technology 3. Jawedker: Management information System 4. James O' Brein: Management Information Technology
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALS</p> <ol style="list-style-type: none"> 1. How information System Works – through software 2. Introduction to internet technology. 3. Use of ERP software. 4. Database Handling in an Information System 5. Electronic Money transfers; 6. E-Banking; 7. E-commerce 8. Uses of Internet; 9. Web Browsing ; 10. Latest soft wares in I.T. Management.

Introductory Note about ISBM Curriculum - BBA

A. Need, objectives and main features of the curriculum

- a. **Need** – Entrance of Multinational Companies in the domestic department has increased the requirement of professionals in the management sector. The major aspect of introducing the BBA program is to provide trained and employable professional to the industry as per the necessity. The courses are based on the present day requirement of specialized management professionals at various levels in the organization
- b. **Objectives** – The primary objective of the department is to prepare the post-graduate management students as young professionals, who are equipped with latest knowledge and technology required in the current market scenario. The other objective includes making these budding managers more employable as per the industry demands.
- c. **Main features of the curriculum** –
 - i. Regularly updated curriculum as per the international standards
 - ii. Latest methods and techniques are being adopted
 - iii. As per the requirement of the industry
 - iv. Case-based teaching methodology is used
 - v. More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.

B. Role of the curriculum in the national development - The curriculum of BBA is so designed that it helps the students to become not only more employable but also encourage them to become entrepreneur. We at ISBM motivate our students to be self-dependent, aspires them to become leaders rather than followers.

C. Global trends reflected in the curriculum – The curriculum is designed while consulting a number of National and International Universities. Some of the universities consulted were, University of Pune, University of Mumbai, Delhi University, University of Marseilles, and Harvard University. The syllabi comprises of both National issues as well as issues important on Global terms. Any changes in the global curriculum is also tried to be reflected in the current syllabi of the department.

D. Possibility, Motivation and Scope for Self Learning – To inspire and motivate the students for self-learning process, Seminars/ Workshops are included in the core curriculum, which aspires the students to learn new concepts and share it with others through presentations. Out of every four lectures allotted to each faculty, one is made compulsory as presentation class. Thus, student not only undergoes learning but also many-a-times implementing the concept through the help of various workshops.

E. Placement opportunities, etc – The curriculum offering a better chance of learning among the students, thus also offers better placement opportunities for them. The time-table is so designed that it helps the student to grow their personality and communications skills also along with their

regular studies. Aptitude tests, group discussions, rigorous mock interviews help the students to churn up better placement offers for themselves during the placement exercise. In all, we believe in generating a more employable management professional from ISBM.

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT
Teaching and Examination Scheme for BBA (3 Year Program)
Proposed Edition – 2022-25

YEAR: 1

SEMESTER: I

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weightage (in %)	
				L	T	P		CE	ESE
		A. Programme Core							
1	BM 105	Introduction to Accounting	4	4	-	3	40	60	
2	BM 107	Organization Behavior	4	4	-	3	40	60	
3	BM 109	Principles of Management	4	4	-	3	40	60	
4	BM 111	Principles of Economics	4	4	-	3	40	60	
5	BM 183	Fundamentals of Business Mathematics	4	4		3	40	60	
6		Basics of Digital marketing & Social Media Marketing	4	4		3	40	60	
7		Website Designing Fundamentals	4	4		3	40	60	
8		Google Digital Marketing Certification	2		4				
		B. University core							
9	EN-105	Professional Communication 1	2	2		3	40	60	
10	PC 101	Proficiency in Co-Curricular Activities– I	2				100		
11.	FD-102	Foundation Course I	1	2					
12	ES 101	Environmental Studies	2	2					
		C. University Open Elective (Any one from the list attached may be selected)	2	2		3	40	60	
		Total	39						

		Total Teaching Load		36					
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L- Lecture

T – Tutorial

CE – Continuous Evaluation

S – Seminar

P – Practical

ESE – End Semester Evaluation



GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT
Teaching and Examination Scheme for BBA (3 Year Program)
Proposed Edition – 2022-25

YEAR: 1

SEMESTER: II

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weightage (in %)	
				L	T	P		CE	ESE
		A. Programme Core							
1	BM 102	Introduction to Marketing	4	4	-	-	3	40	60
2	BM 106	Financial Management(NSE Module)	4	4	-	-	3	40	60
3	BM 208	Statistics & QT	4	4	-	-	3	40	60
4	BM 206	Business Strategy & Corporate Governance Ethics	4	4	-	-	3	40	60
5	BM 209	Business Law	4	4			3	40	60
6		Business Across Cultures	4	4			3	40	60
7		SEO and Content Marketing	4	4			3	40	60
8		Lead Generation & Email Marketing	4	4			3	40	60

9		1. Google Ads Search Certification 2. Google shopping Ads Certification 3. Google Ads Display Certification							
		B. University Core							
10	EM 102	Employability Skills- I	1		2		60	40	
11	PC 102	Proficiency in Co-Curricular Activities- II	2				100		
12	FD 102	Foundation Course II	1	2					
		C. University Open Elective Elective (Any one from the list attached may be selected)	2	2		3	40	60	
		Total	34	24	2				
		Total Teaching Load		24					

L- Lecture

T – Tutorial

CE – Continuous Evaluation

S – Seminar

P – Practical

ESE – End Semester Evaluation

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT
Teaching and Examination Scheme for BBA (3 Year Program)
Proposed Edition – 2022-25

YEAR: 2

SEMESTERS: III

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weightage (in %)	
				L	T	P		CE	ES E
		A. Programme Core							
1	BM 202	Production and Operations Management	4	4	-	-	3	40	60
2	BM 204	Research Methods in Management	4	4	-	-	3	40	60
3	BM 207	Cost & Management Accounting	4	4	-	-	3	40	60
4	BM 203	Human Resource Management	4	4	-	-	3	40	60
5	BM 298	Management Information System	4	4	-	-	3	40	60
6	BM 268	Negotiation Skills	4	4	-	-	3	40	60
7	BM 205	Business Environment	4	4	-	-	3	40	60
8	SI 201	SIP Presentation-I (Practical / Sessional(s))	2			4		60	40
9	BM 216	Research Paper Dissertation	1					100	
		B. University Core							
10	EM 201	Employability Skills- II	1			2		60	40
11	PC 201	Proficiency in Co-Curricular Activities– III	2					100	
		C. Specialized paper							
12		Online Display & Video Marketing	4	4			3	60	40

13		Search Engine Marketing & Mobile Marketing	4	4			3	60	40
14		Google Analytical individual Certification							
15		D. University Open Elective (Any one from the list attached may be selected)	2	2			3	40	60
		Total	44	38		2			
		Total Teaching Load		38					

L- Lecture T – Tutorial

CE – Continuous Evaluation

S – Seminar P – Practical

ESE – End Semester Evaluation



GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT
Teaching and Examination Scheme for BBA (3 Year Program)
Proposed Edition – 2022-25

YEAR: 2

SEMESTER: IV

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weightage (in %)	
				L	T	P		CE	ESE
		A. Programme Core							
1	BM 401	Industrial Training on Human Resource	4	-	-	-		100	
2	BM 402	Industrial Training on Sales and marketing	4	-	-	-		100	
3	BM 403	Industrial Training on Accounting and finance	4	-	-	-		100	
4	BM 404	Industrial Training on operation & TQM	4	-	-	-		100	
5	BM 405	Industrial Training on Log Book	4	-	-	-		100	
		Total	20						

L- Lecture T – Tutorial

CE – Continuous Evaluation

S – Seminar P – Practical

ESE – End Semester Evaluation

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT
Teaching and Examination Scheme for BBA (3 Year Program)
Proposed Edition – 2022-25

YEAR: III

SEMESTER: V

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weightage (in %)	
				L	T	P		CE	ESE
		A. Programme Core							
1	BM 301	Project Management	4	4			3	40	60
2	SI 301	SIP Presentation (Practical / Sessional(s)	2			4		60	40
		B. Programme Elective							
3		Advertising Techniques & Web Analytics	4	4			3	40	60
4		Competitive Analysis & Creative writing for Digital Media	4	4			3	40	60
5		Monetization of Digital Assets	4	4			3	40	60
		C. University Core							
6	EM 301	Employability skills –IV	1			2		60	40
7	PC 301	Proficiency in Co-Curricular Activities– V	2						
		D. University open Elective	2	2			3	40	60
		Total	23	18		06			
		Total Teaching Load		18					

L- Lecture T – Tutorial
S – Seminar P – Practical

CE – Continuous Evaluation
ESE – End Semester Evaluation

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT
Teaching and Examination Scheme for BBA (3 Year Program)
Proposed Edition – 2022-25

YEAR: 3

SEMESTER: VI

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weightage (in %)	
				L	T	P		CE	ESE
		A. Programme Core							
1	DE 302	Research Report Presentation	2					100	
2	BM 302	Entrepreneurship & Small Scale Business Management	4	4			3	40	60
3.		Balance, Happiness Work-Life Balance							
4		B. Programme Elective							
5		Tools in Digital Marketing Planning & Buying	4	4			3	40	60
6		Remarketing using Google Ads, Facebook	4	4			3	40	60
7		Marketing Automations	4	4			3	40	60
8		D. University open Elective (Any one from the list attached	2	2			3	40	60
		Total	24	22					
		Total Teaching Load		22					

L - Lecture T – Tutorial

CE – Continuous Evaluation

S – Seminar P – Practical

ESE – End Semester Evaluation



GYANVIHAR

SCHOOL OF BUSINESS MANAGEMENT

Proposed ELECTIVES for BBA (3 Year Program)

	BBA (Regular): 4 MAJOR & 2 MINOR ARE TO BE SELECTED
	FROM AMONG FOLLOWING ELECTIVE LISTS.
S.No.	Course
	ELECTIVE: Digital Marketing
	Basics of Digital marketing & Social Media Marketing
	Website Designing Fundamentals
	SEO and Content Marketing
	Lead Generation & Email Marketing
	Online Display & Video Marketing
	Search Engine Marketing & Mobile Marketing
	Advertising Techniques & Web Analytics
	Competitive Analysis & Creative writing for Digital Media
	Monetization of Digital Assets

	Tools in Digital Marketing Planning & Buying
	Remarketing using Google Ads, Facebook
	Marketing Automations
	University Elective

BM 105	Introduction to Financial Accounting
Prerequisite	Completion of senior secondary course.
Learning Objectives	The Learning Objectives of the course are:
	Develop and understand the nature and purpose of financial statements in relationship to decision making.
	Develop the ability to use the fundamental accounting equation to analyze the effect of business transactions on an organization's accounting records and financial statements
	Develop the ability to use a basic accounting system to create (record, classify, and summarize) the data needed to solve a variety of business problems.
	Develop the ability to use accounting concepts, principles, and frameworks to analyze and effectively communicate information to a variety of audiences.
	Develop the ability to use accounting information to solve a variety of business problems.
Salient features	The students will be able to:
	Conceptualize Basic accounting
	Handle the financial Statements, Capital and Revenue Expenditures
	Handle the accounts of NPO and Bills of Exchange
Utility	The student will be able to gather knowledge for the practical aspects of Financial Management.
UNIT – I	Introduction to Accounting:
	Accounting Mechanics, Journal Ledger – Meaning, Posting and Balancing, Principal of accounting-concept, Conventions and elementary knowledge of Accounting Standard.
UNIT – II	Preparation of Financial Statement:
	Trial Balance and Adjustments, Profit & Loss Accounts, Form of Balance Sheet
UNIT – III	Capital & Revenue Expenditure and Receipts:
	Capital & Revenue Profit & Loss
UNIT – IV	Accounting for Non-Profit Organization:
	Receipts and Payments Accounts, Income and Expenditure Problems
UNIT – V	Bills of Exchange:
	Parties to a Bills of Exchange, Types, Promissory Notes, Dishonor of Bills, Retiring of Bills, Bank

Reconciliation Statement	
Text Book	<ol style="list-style-type: none"> 1. Book-Keeping and Accounts 8th Edition Frank Wood, Sheila Robinson 2. Accounting Principles: A Business Perspective Roger Herman son, Georgia State University James Edwards, University of Georgia Michael Maher, University of California at Davis
Reference Books	<ol style="list-style-type: none"> 1. S. N. Maheshwari: - Advanced Accountancy, Vol I &II. 2. Sharma, Shah & Agarwal – Financial Accounting
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/ Ppt
Recommended by BOS on :	
Approved by Academic Council on :	
Practicals	<ol style="list-style-type: none"> 1. Preparation of Journal 2. Preparation of Ledger 3. Application of Accounting Standards 4. Trial Balance Preparation 5. Preparation of Profit and Loss Account 6. Adjustment in P& L Account 7. Balance Sheet and Adjustments 8. Accounting for Non-Profit Organizations 9. Accounting for Bills receivable 10. Accounting for bills payable 11. Income and expenditure account 12. Bills of Exchange 13. Preparation of Promissory notes 14. Bank Reconciliation Statement

BM 107	Organizational Behavior
Prerequisite	Completion of senior secondary course.
Learning Objectives	<p>The Objectives of the course are:</p> <p>The objective of this paper is to analyze and compare different models used to explain individual behavior related to motivation and rewards and to identify the processes used in developing communication and resolving conflicts, explain group dynamics and demonstrate skills required for working in groups (team building)</p>
Salient features	<p>The students will be able to</p> <ul style="list-style-type: none"> • Conceptualize different types of Attitudes. • To get to understand nature of OB. • Involve in personality aspect concept.
Utility	The student will be able to gather knowledge for the practical life and profession.
UNIT – I	Introduction to Organization Behavior:
	Concept of Organizational Behavior (OB)- Importance of Organizational Behavior, Key Elements of Organizational Behavior, Role of Managers in OB- Interpersonal Roles-Informational Roles- Decisional Roles, Foundations or Approaches to Organizational Behavior, Challenges and Opportunities for OB
UNIT – II	Individual Dimensions of Organization Behavior:
	Nature and meaning of Interpersonal Behavior, Concept of Self, Transaction Analysis (TA), Benefits

and uses of Transactional Analysis, Johari Window Model, Individual Behavior and Learning, Personality, Motivation – Theories and Models	
UNIT – III	Leadership and Group Behavior:
Definition and Meaning, Theories of Leadership, Contemporary Business Leaders. Meaning and Importance of Groups, Reasons for Group Formation, Types of Groups, Stages of Group Development, Meaning and Importance of Teams, Types of Teams, Creating an Effective Team	
UNIT – IV	Introduction to Organization Culture
Meaning and Nature of Organization Culture - Origin of Organization Culture, Functions of Organization Culture, Types of Culture, Creating and Maintaining Organization Culture, Managing Cultural Diversity, Organization Change and Development: Definition and Meaning, Need for Change, Strategies to Overcome Resistance, Process of Change, Meaning and Definition of OD, OD Interventions	
Text Book	<ol style="list-style-type: none"> 1. Luthans F. Organizational Behaviour, New York, McGraw Hill 2. Robbins S.P. Organizational Behaviour, New Delhi, Prentice Hall of India
Reference Books	<ol style="list-style-type: none"> 1. Chandan J. S. Organizational Behaviour, Vikas Publication New Delhi 2. Fundamentals of Organizational Behaviour - Slocum/Hillriegel, Cengage Learning 3. Organizational Behaviour, Aquinas P. G, Excel BOOKS.
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on :	
Practicals	<ol style="list-style-type: none"> 1. Managerial skills 2. Management game 3. Business simulation games 4. Comparison of different organization in terms of work culture policies etc 5. Time management games 6. Management as art and science comparison 7. Motivational games in context with various motivational theories and models 8. Management games on team building 9. Individual behavior 10. Employee motivation training

BM 109	Principles of Management
Prerequisite	Completion of senior secondary course.
Learning Objectives	The Objectives of the course are:
	<ol style="list-style-type: none"> 1. Discuss and communicate the management evolution and how it will affect future managers. 2. Observe and evaluate the influence of historical forces on the current practice of management. 3. Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues. 4. Explain how organizations adapt to an uncertain environment and identify

	<p>techniques managers use to influence and control the internal environment.</p> <p>5. Practice the process of management's four functions: planning, organizing, leading, and controlling.</p> <p>6. Identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences.</p> <p>7. Gather and analyze both qualitative and quantitative information to isolate issues and formulate best control methods.</p>
Salient features	<p>The students will be able to</p> <ol style="list-style-type: none"> 1. Conceptualize the basic knowledge of management. 2. To understand the application of management principles in contemporary business challenges 3. To understand the basics of the business dynamics.
Utility	<p>From the knowledge of principles managers get indication on how to manage an organization. The principles enable managers to decide what should be done to accomplish given tasks and to handle situations which may arise in management. These principles make managers more efficient.</p>
UNIT – I	Nature and Scope of Management
<p>Definition, Functions, Process, Scope and Significance of Management. Nature of Management, Managerial Roles, Managerial Skills and Activities, Difference between Management and Administration. Significance of Values and Ethics in Management. Evolution of Management Thought, Approaches of Management Thought, Functions of Management.</p>	
UNIT – II	Management Functions and Skills
<p>Management functions, Management role, functions at various levels of management, functional areas of management, management skills,</p>	
UNIT – III	Planning:
<p>Planning - Nature, Scope, Objective and Significance of Planning, Elements and Steps of Planning, Decision Making Organizing Principles, Span of Control, Line and Staff Relationship, Authority, Delegation and Decentralization. Effective Organizing, Organizational Structures, Formal and Informal Organizations, Staffing.</p>	
UNIT – IV	Organizing:
<p>Concept of organizing & Organization, Steps in organizing, Principles of organizing, Organization process, Motivating and Leading: Nature and Importance of motivation; Types of motivation; Directing Effective Directing, Supervision, Motivation, Different Theories of Motivation - Maslow, Herzberg, Mc Clelland, Vroom, Porter and Lawler, Job Satisfaction. Concept of Leadership- Theories and Styles. Communication Process, Channels and Barriers, Effective Communication</p>	
UNIT – V	Controlling
<p>Elements of Managerial Control, Control Systems, Management Control Techniques, Effective Control Systems. Coordination Concept, Importance, Principles and Techniques of Coordination, Concept of Managerial Effectiveness.</p>	
Text Book	<ol style="list-style-type: none"> 1. Koontz O' Donnell Management International Student Wehrich Edition 2. Y. K. Bhushan Business Organization and Management Sultan Chand & Sons New Delhi

Reference Books	<ol style="list-style-type: none"> 1. Drucker, F. Peter - Management-Tasks, Responsibilities & Practices. 2. Koontz “O” Donnel Wehrich - Elements of Management. 3. Koontz H, “O” Donnel C - Management-A Book of Reading. 4. Drucker, F. Peter - The Practice of Management. 5. Terry and Franklin - Principles of Management 6. Stoner - Principles of Management 7. William H. Newman and - The Process of Management.
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Ppt
Recommended by BOS on :	
Practicals	<ol style="list-style-type: none"> 1. Managerial role 2. Management skills 3. Functions at various levels of management 4. Management games 5. Planning hurdles 6. Application of organization principles 7. Motivational games 8. Management control system 9. Process of controlling 10. Organizational structure
<p>Three Practical from each unit .</p> <p>One simulation exercise.</p> <p>Practicals will be conducted as per the practicals manual</p>	

BM 111	Principles of Economics
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are:
	<ol style="list-style-type: none"> 1. To familiarize the student with various theoretical concepts of Economics. 2. To expose students to basic micro economic concepts 3. To apply economic analysis in the formulation of business policies.

	4. To use economic reasoning to problems of business.
Salient features	The students will be able to
	<ul style="list-style-type: none"> • Conceptualize about economics and its importance • Understand basic concepts and jargons of economics. • Relate theory with practical life.
Utility	Students will acquire a working-knowledge of the formal concepts and techniques such that important branches of the contemporary economics and management literature become accessible.
UNIT-I	Introduction
	What Is Economics, and Why Is It Important? Microeconomics and Macroeconomics, How Economists Use Theories and Models to Understand Economic Issues, How To Organize Economies: An Overview of Economic Systems, Choice in a World of Scarcity, How Individuals Make Choices Based on Their Budget Constraint, The Production Possibilities Frontier and Social Choices, Confronting Objections to the Economic Approach
UNIT – II	Demand and Supply
	, Demand, Supply, and Equilibrium in Markets for Goods and Services, Shifts in Demand and Supply for Goods and Services, Changes in Equilibrium Price and Quantity: The Four-Step Process, Price Ceilings and Price Floors, Demand, Supply, and Efficiency, Labor and Financial Markets, Demand and Supply at Work in Labor Markets, Demand and Supply in Financial Markets, The Market System as an Efficient Mechanism for Information.
UNIT – III	Elasticity
	, Price Elasticity of Demand and Price Elasticity of Supply, Polar Cases of Elasticity and Constant Elasticity, Elasticity and Pricing, Elasticity in Areas Other Than Price, Consumer Choices, Consumption Choices, How Changes in Income and Prices Affect Consumption Choices, Behavioral Economics: An Alternative Framework for Consumer Choice, Production, Costs, and Industry Structure, Explicit and Implicit Costs, and Accounting and Economic Profit, Production in the Short Run, Costs in the Short Run, Production in the Long Run, Costs in the Long Run.
UNIT – IV	Perfect Competition
	, Perfect Competition and Why It Matters, How Perfectly Competitive Firms Make Output Decisions, Entry and Exit Decisions in the Long Run, Efficiency in Perfectly Competitive Markets, Monopoly, How Monopolies Form: Barriers to Entry, How a Profit-Maximizing Monopoly Chooses Output and Price, Monopolistic Competition and Oligopoly, Monopolistic Competition, Oligopoly.
UNIT – V	Inflation
	Tracking Inflation, How to Measure Changes in the Cost of Living, How the U.S. and Other Countries Experience Inflation, The Confusion Over Inflation, Indexing and Its Limitations, The International Trade and Capital Flows, Measuring Trade Balances, Trade Balances in Historical and International Context, Trade Balances and Flows of Financial Capital, The National Saving and Investment Identity, The Pros and Cons of Trade Deficits and Surpluses, The Difference between Level of Trade and the Trade Balance
List of Expt.	
Text Book	1. Steven A. Greenlaw, David Shapiro, “Principles of Economics”, 2nd Edition, Rice University - OpenStax, 2020. ISBN-13: 978-1947172371 (Available under CC-BY license at https://openstax.org/details/books/principles-economics-2e)
Reference Books	<ol style="list-style-type: none"> 1. N. Gregory Mankiw, “Principles of Economics”, 8th Edition, Cengage Learning, 2016. ISBN-13: 978-0357038314. 2. Niall Kishtainy, “The Economics Book: Big Ideas Simply Explained”, 1st Edition, DK Publishers, 2012. ISBN-13: 978-0756698270.

	<ol style="list-style-type: none"> 3. Yves Hilpisch, “Python for Finance: Mastering Data-Driven Finance”, 2nd Edition, O’Reilly Media, 2018 ISBN-13: 978-1492024330. 4. Quentin Batista, Thomas Sargent and Jesse Perla, “QuantEcon DataScience: Introduction to Economic Modeling and Data Science”, Center for Innovative Data in Economics, Vancouver School of Economics, UBC, 2020.
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on :	
Practical to be conducted:	<ol style="list-style-type: none"> 1. Performing the role of Economist 2. Diagrammatic representation of a utility curve. 3. Forming a utility schedule with TU, MU & AU 4. Making a schedule for demand analysis 5. Small project work on demand Analysis 6. Graphical plotting of the demand schedule. 7. Making a schedule for supply analysis 8. Graphical plotting of the supply schedule. 9. Making of cost concept schedule 10. Numerical solution of cost concepts 11. Diagrammatic plotting of cost concepts 12. plotting of variable proportion schedule & Graph 13. Diagrammatic presentation of perfect competition 14. Diagrammatic presentation of monopoly market 15. Diagrammatic presentation of monopolistic competition

BM 183	Fundamentals of Business Mathematics
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are:
	To create an understanding regarding the topic.
	To gain knowledge about Algebra.
	To have understanding about linear Simulation equation. Able to analyze different types of menstruation and Geometry.
Sailent Features	The students will be able to
	Get elementary yet essential background of mathematical method so that as managers they may use themselves in business analysis and decision making
Utility	Students will gain understanding on the fundamental concepts of mathematics and statistics and its application in business decision making
UNIT - I	Introduction to Arithmetic
Averages, mixtures, Computation of interest, discounting of bills, Percentages, ratios and proportions.	
UNIT – II	Algebra:
Arithmetic Progression (A.P.) Geometric Progression (G.P.) and Harmonic Progression (H.P.) with simple practical applications in real life business environment, set theory and its real life Practical applications. Permutations and Combinations, Binomial Theorem, Determinants with simple applications for solution of Linear simultaneous equations using Cramer’s Rule, Matrices with simple application for solution of linear simultaneous equations using matrix inversion method.	
UNIT - III	Interest
Indices and surds, Compound interest, Linear simultaneous equations (3 variables only), Quadratic equations	
UNIT - IV	Calculus
Real number systems, constants and variables, functions. Graphical representations of functions, limits and continuity of functions, first principle of differential calculus, derivations of simple algebraic functions and application of derivatives in Economic and Commerce. Maximum and minimum	
UNIT – V	Geometry
Differentiation , Optimization using Calculus, Point of inflexion absolute and local maxima and minima, Derivative as a rate measure, Application in Business	
Text Book	1Mathematics for Economics and Business by R.S. Bhardwaj . 2. Business Mathematics by Padmalochan Hazarika. 3. Business Mathematics by D.C. Sancheti and V.K. Kapoor.

	4. Mathematical Economics by Dowling, T. Edword. 5. Mathematical Analysis for Economics by Allen, RGD
Reference Books	1. A.P Verma – Business Mathematics & Statistics – Asian Books 2. M.R. Varade – Basic Mathematics & Statistics – Vidyan and Prakashan
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Ppt
Recommended by BOS on :	-----
	<p>Practicles</p> <ol style="list-style-type: none"> 1. Calculate average 2. Discount of bill 3. Compound interest 4. Linear simultaneous equation 5. Area and perimeter of triangle 6. Circle and parallelogram 7. Volume and surface of cube. 8. Point of inflexion absolute and local maxima 9. Optimization using Calculus 10. Derivative as a rate measure

BM 102	Introduction to Marketing
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are:
	1. To create an understanding of the basics and concepts of Marketing
	2. To gain knowledge about the different product, pricing and promotional decision making processes for different products / services and brands and techniques related to them developed in marketing and advertising research lab.
	3. To come across different cases of marketing and learn

	different marketing tools related to solve them.
	4. Able to analyze different barriers to marketing and learn the methodologies to solve them.
Salient features	The students will be able to
	1. Able to conceptualize different cases of Marketing (National, International, Street, Localized and rural).
	2. Able to conceptualize different types product pricing, packaging and promotion simulations.
	3. Able to take decisions for different product, pricing and promotion of different products / services and brands
	4. Implement the methodologies to analyze different barriers to marketing and solve them.
	5. Different promotional, packaging and other advertising simulations for different brands
Utility	Students will demonstrate strong conceptual knowledge in the functional area of marketing management. Students will demonstrate effective understanding of relevant functional areas of marketing management and its application.
UNIT – I	Introduction to Marketing:
	Definition, Concept of Exchange-Needs & Wants, Economic Utility, Evolution of Marketing, Marketing Concept, Marketing Myopia, Significance of Marketing, Delivering Values, Satisfaction & Retention: Business components, Customer satisfaction, Concept of value, Analyzing market opportunities: Marketing environment: Macro environmental factors
UNIT – II	Consumer behavior
	Consumer behavior, Organizational markets & buying behavior, Market segmentation & market Targeting.
UNIT – III	Planning Marketing Strategy
	Strategic Planning Process, marketing and competitive strategies, Marketing Mix strategy, Marketing mix and environment, Assembling and managing marketing mix
UNIT – IV	Marketing Channels and Distribution
	Nature of marketing channels, Role of marketing channels, Functions of marketing channels, Designing distribution channels, Channel management, Channel dynamics
UNIT – V	Product Policy and Promotion
	Product and product line, Product classification, product mix strategy, Product life cycle, New product development, Branding and packaging, Benefits of advertising, Developing and advertising program, Sales promotion, public relation, personal selling, Pricing, significance of pricing, Price adjustments, Effect of price change
List of Expt.	
Text Book	<ol style="list-style-type: none"> 1. Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2012), Marketing Management A South Asian Perspective, 14th Edition, Pearson Education, New Delhi. 2. Ramaswamy, V. S., & Namakumari, S. (2017), Marketing Management: Indian Context with Global Perspective, McGraw hill
Reference Books	<ol style="list-style-type: none"> 1. Kotler, Philip. Marketing Management, Millennium Edition. Intl ed. US: Prentice Hall, 2002. ISBN: 8120316096. 2. Principles of Marketing, Kotler and Armstrong, Pearson, 12th edition., 2008, ISBN: 978-81-317-1547-5
Mode of Evaluation	Assignment/Quiz/Viva-voce/Student seminar/Written examination/Ppt

Recommended by BOS on :	
Approved by Academic Council on :	
<p>List of Practicals:</p> <p>1. Lab Practical : List six factors in a company's micro-environment. Next go to a company's (for e.g. Wal-Mart's) website , search for its most recent annual report, how many of the six microenvironment factors can you find? Briefly describe each? And thus prepare a case study on the same.</p> <p>2. Field Work : Design a cause related marketing campaign for a small scale or local company (or hotel/showroom/jeweler/resort etc.) of your town in small groups and take it to that particular company's marketing manager or any other higher official working for its marketing and take his feedback on it. Then present a paper on your findings.</p> <p>3. Lab Practical- Search on the web how various big business school's have positioned themselves and prepare a positioning statement for your business school.</p> <p>4. Field Work Go to a toy store (like Tiny Toons) in Jaipur. Select any 4 toys of different price ranges and using the value proposition mix prepare overall positioning strategy for the same.</p> <p>Lab experiments:</p> <ol style="list-style-type: none"> 1. How actual test marketing is done. 2. use of facial expression recognition system 3. use of different packaging 4. creating artificial point of purchase in the lab and analyzing consumer behavior 5. Search for the websites of different umbrella brands and classify their products as per the basic product classification. <p>5. Field Work : Look for a local product of your town and create a strong brand name for it and then take it to its company, take their responses and come up with the response paper for the same.</p> <p>6. Field Work: Go to a nearby Starbucks and suppose that you are in the marketing team of a competitor brand then summarize the prices of CCD and come up with relevant pricing strategy for the same and present it in the class. You can also do a comparative analysis on any two brands a prepare a case study.</p> <p>Lab Experiments:</p> <ol style="list-style-type: none"> 12. preparing new ad – appeals 13. preparing jingles 14. analyzing print and commercial ads of various firms <p>7. Lab Work : Look for any particular brand's website and go through its distribution details, draft a short memo detailing the recommendations for expansion or shrinkage.</p> <p>Three Practicals from each unit . One simulation exercise. Practicals will be conducted as per the practicals manual</p>	

BM 209	Business Law
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are :
	To Assess and apply the fundamental legal rules regarding contractual agreements pertaining to the business world to manage businesses effectively.
	To interpret and apply the law relating to the sale of goods as a legal advisor in an organization.
	To analyse and apply the fundamental legal principles behind negotiable Instruments.
	To interpret and apply the law relating to the consumer protection and market competition Act.
Salient features	The students will be able to
	Able to conceptualize different types of legal report writing
	Able to get an understanding
	Can involve in group discussions
Utility	The student will be able to demonstrate and apply the various legal matters related to the establishment, running, and winding up of a company as a legal advisor in an organization.
UNIT – I	Introduction to legal Environment:
	Definition of Law, Classification of law, Indian judiciary system, Indian Contract Act, 1872:Essentials Of Valid Contract, Discharge Of Contract, Remedies For Breach Of Contract, Hypothecation, Mortgage, QuasiContracts, Special contracts: Contracts of Indemnity, Guarantee, Bailment, Pledge and Agency
UNIT – II	Sale of Goods Act 1930 :
	Nature of Contract of Sale; Formation of Contract of Sale, Agreement to Sell, Conditions and Warranties, Transfer of Property in Goods, Performance of the Contract of Sale, Remedies for Breach, Unpaid Seller and his rights, rights of buyers, Sale by Auction.
UNIT – III	The Negotiable Instruments Act 1881:
	Definition, Features and types of negotiable instruments; Methods of negotiation of Instruments; holder and holder-in-due Course; Endorsement and delivery of a negotiable instrument; Presentation of Negotiable Instrument. Banker and Customer: An introduction; Crossing of a cheque; Types of crossing; Bouncing of cheques;

Obligations of Banker and Customer; Dishonor and discharge of negotiable instruments.	
UNIT – IV	Consumer Protection Act 1986
Basic Concepts: Complaint, Complainant, Consumer, Rights of Consumer, Consumer Forums: Their Role, Powers and Functions, Procedure for Consumer Grievance Redressed Major Decided Cases.	
UNIT – V	The Companies Act 2013:
An Overview; Nature and kinds of Companies; Formation of a company; Company Management; Company Meetings.	
List of Expt.	
Text Book	Business Law; Legal Environment, Online Commerce, Business Ethics and International Issues. Cheeseman, 6th ed. Elements of Mercantile Law by N.D. Kapoor
Reference Books	Avtar Singh - Principles of Mercantile Law (Eastern Book Company, 7 th Edition). N.D Kapoor & Rajni Abbi-General Laws & Procedures (Sultan Chand & Sons)
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	
Practical:	<ul style="list-style-type: none"> 1. Preparing Contractual agreement 2. Preparing Hypothecation agreement 3. Preparing Mortgage contract 4. Preparing agency agreement 5. Preparing warranty agreement 6. Preparing different types of cheques 7. Preparing memorandum of association 8. Preparing articles of association 9. Preparing a format of prospectus

10. Preparing a format for winding up of company
11. Preparing online submission of company related documents
12. Preparing agenda for the meetings and preparing registers of the company
13. Conducting board meeting and preparing minutes of the meeting
14. Preparing note for mock winding up of the company as a official liquidator
15. Preparing statement creating charge on immovable property
16. Taking permission under various pollution control laws for starting a business unit
17. Preparing consent of the director and director's report

Three Practical from each unit .

One simulation exercise.

Practical will be conducted as per the practical manual

BM 207	Cost & Management Accounting
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are :
	This course seeks to give an understanding of the ways in which management accountants can provide relevant information for a variety of decisions to be made in managing any organization
	To Analyze the financial position with the help of ratio analyze
	To analyze the cash position with the help of AS-3
	Able to analyze Material and Labor Cost Variance
Salient features	The students will be able to
	Able to conceptualize basic financial Statements
	Able to analyze the financial statements with the help of ratio analysis
	Able to analyze the variances in cost of material and labor
Utility	Students should be able to identify, use and interpret the results of costing techniques appropriate to different activities and decisions; formulate and use standards and budgets for planning and control purposes; understand the role of responsibility accounting and performance measurement; understand the behavioral implications of performance measurement and transfer pricing systems in divisionalised businesses; appreciate the need to relate management accounting systems to contemporary thinking about organizational planning and control.
UNIT – I	Overview of Cost Management Accounting
	Definition, Scope and functions Of Management Accounting and difference between Management Accounting and Financial Accounting, Strategic Decisions and The Management Accountant, Decision making, Planning and control, Cost-Benefit Approach, The Chief Financial Officer and The Controller
UNIT – II	Financial Statement Analysis:
	Ratio Analysis – Concept, types of Ratio, Application of Various Ratios. Interpretation of various Ratio, importance & limitation of Ratio
UNIT – III	Cash Flow Statement:
	Introduction, Elements of Cash flow, AS- 3, Preparation of cash flow statement
UNIT – IV	Cost Accounting:
	Introduction to Cost Accounting: Meaning & Definition, scope & use of Cost Accounting, Cost Centre, Cost Accounting & Financial Accounting, Cost Concepts, Classification of Cost.
UNIT – V	Elements of Cost Accounting:
	Sales, Material, Labor, Overhead
List of Expt.	
Text Book	Cost Accounting - A Managerial Emphasis, 14th Edition, Hongren, Datar & Rajan, Pearson
Reference Books	<ol style="list-style-type: none"> 1. Khan and Jain - Management Accounting (Tata McGraw-Hill) 2. Sinha- Accounting and Costing for Management (Excel Books) 3. Horngren et al - Introduction to Management Accounting (Prentice hall, 12th edition)
Mode of Evaluation	
Recommended by BOS on :	
Approved by	

Academic Council on :	
Practical:	<ol style="list-style-type: none"> 1. Generally accepted Accounting Principles. 2. Accounting Standards. 3 Financial Statements. 4 Profit & Loss Account 5 Balance Sheet 6 Formats of Profit & Loss Account & Balance Sheet. 7 What is Ratio Analysis, types of Ratio 8 Applications of Various Ratios. 9 Interpretation of various Ratio 10 Elements of Cash flow, AS-3 11 Preparation of cash flow statement 12 Sales, Material, Labor Variance 13 Overhead, Variance Analysis 14 Budgetary Controls 15 Classification of Cost <p>Three Practical from each unit .</p> <p>One simulation exercise.</p> <p>Practical will be conducted as per the practical's manual</p>

BM 202	Production and Operation Management
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are:
	1. To create an understanding of the operations and production processes and procedures.
	2. To gain knowledge about the different concepts used in production planning and operations management.
	3. To have understanding about total quality control, industrial safety measures and techniques
	4. Able to understand the latest techniques of OPM like C.A.D. , C.A.M., Artificial Intelligence etc..
Salient features	The students will be able to:
	<p>Appreciate the strategic role of OM in creating and enhancing a firm's competitive advantages</p> <p>Understand key concepts and issues of OM in both manufacturing and service organizations</p>

	Analyze business processes in services / manufacturing for improvement Identify the operational issues in the value addition processes of a firm
Utility	The student will be able to gather knowledge for the practical life and profession
UNIT – I	Operation Management
	Introduction, Operations Management and Strategy, Tools for Implementation of Operations, Industry Best Practices. Forecasting demand. Transportation and assignment problems. Operations Strategy, Competitive Capabilities and Core Competencies, Operations Strategy as a Competitive Weapon, Linkage Between Corporate, Business, and Operations Strategy, Developing Operations Strategy, Elements or Components of Operations Strategy, Competitive Priorities, Manufacturing Strategies, Service Strategies, Global Strategies and Role of Operations Strategy, Case-lets
UNIT – II	Production Management:
	Production Management: Integrated Production Management, System Productivity, Capital Productivity, Labor Productivity, Personnel Productivity, Training
UNIT – III	Facilities Planning:
	Capacity planning - process planning- aggregate planning - scheduling maintenancemanagement concepts - work study, method study, work measurement, work sampling, work environment
UNIT – IV	Material Management:
	Material management –an overview, production control, storage and retrieval system. Inventory control – ABC Analysis, JIT, EOQ, EOQ problems with shortage, allowed, standardization, and wastemanagement.
UNIT – V	TQM and Project Management:
	Concept of total quality(TQ). International quality certification and other standards and their applicability in design, manufacturing. Humanistic and marketing aspects of TQ. Total quality of services, Total quality and safety.
List of Expt.	
Text Book	1. R.V.Badi & N.V. Badi - Production & Operation Management (Vrinda Publications 3rd Edition) 2. Chary - Production and Operations Management (Tata McGraw-Hill, 9th Edition)
Reference Books	1. Raghuram G. (I.I.M.A.) - Logistics and Supply Chain Management (Macmillan, 1st Ed.) 2. Krishnan Dr. Gopal - Material Management, (Pearson, New Delhi, 5th Ed.) 3. Adam Jr Everetl E. R J – Production and Operations Management (Prentice-Hall, 5th Edition)
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	
List of Practical:-	1. Unit –1 : Use of WinQSB forecasting module 2. Unit -2 : Facility location – problem solutions with WinQSB

	<p>3. Unit -2 : Rectilinear Distance problems & layout solutions through WinQSB.</p> <p>4. Unit -2 : LOB problems with Excel & Line Flexibility software's.</p> <p>5. Unit – 3 :Regression Analysis through MS-Excel</p> <p>6. LP module of WinQSB</p> <p>7. Using Excel's Solver Function for solving capacity Allocation problems</p> <p>8. ERP software – introduction</p> <p>9. Use of Smart draw software for solving PERT problems</p> <p>10. Use of Smart draw software for solving CPM problems</p> <p>11. Introduction to Artificial Intelligence software used in inventory management</p> <p>12. Introduction to Artificial Intelligence software used on shop floors</p> <p>13. Introduction to Artificial Intelligence software used for dispatch and rework management.</p> <p>14. Visit to industries to observe the location and layouts</p> <p>15. Visit to industries to understand TQM and ISO certification process</p> <p>Three Practical from each unit .</p> <p>One simulation exercise.</p> <p>Practical will be conducted as per the practical manual</p>
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BM 204	Research Methods in Management
Prerequisite	Completion of senior secondary course with basic IQ Level
Learning Objectives	The Objectives of the course are:
	The primary objective of this course is to develop a research orientation among thescholars and to acquaint them with fundamentals of research methods
	Students should be able to identify the overall process of designing a research study from its inception to its report.
	Students should be familiar with ethical issues in educational research, including those issues that arise in using quantitative and qualitative research
	The course aims at introducing them to the basic concepts used in research and to scientific social research methods and their approach

	To identify various sources of information for literature review and data collection.
Salient features	The students will be able to
	Evaluate research articles using applicable research methods and tools associated with social science and business practice
	Select appropriate quantitative, qualitative, and/or mixed methods sources to support theoretical foundations in management
	Demonstrate mastery of writing technique in APA format associated with article review, case study, annotated bibliography, and content analysis
Utility	The student will be able to organize and conduct research in a more appropriate manner, write a research report and thesis and write a research proposal.
UNIT – I	Research & Research Design:
	Meaning and Importance of Research - Process of Research - Types of Research - Defining Research Problem - Formulation of Hypothesis. Research Design: Exploratory Research - Descriptive Research - Causal Research - Sampling and Sampling Design - Sampling Techniques - Sample Size determination Decision Theory, Decision making under Certainty, Risk, Uncertainty, Criteria for Decision Making Pessimism, Regret, EMV, EOL, Cost and Value of Information, Determination of EVPI
UNIT – II	Data Collection:
	Primary and Secondary Data, Sources of Gathering Information- Respondents, Experiments, Simulation and Panels - Construction of Questionnaire - Editing, Coding and Classification of Data - Tables and Graphic Presentation, Measurement and Scaling Nominal Scale - Ordinal Scale - Interval Scale - Ratio Scale - Likert Scale Semantic Differential.
UNIT – III	Sampling:
	Sampling, sampling process, probability techniques, non-probability technique
UNIT – IV	Hypothesis Testing:
	Two-tailed and one tailed hypothesis, chi-square and analysis of variance, simple regression and correlation, the sign test, the raun test, the man-whitney test, rank correlation, Basics of Hypothesis- Parametric and non-Parametric test Non parametric test - Mc Nemar, Sign Test - One and Two Samples, Run Test, Wilcoxon Matched Pair Test, Mann Whitney-U Test, Kolmogorov-Smirnov D Test, Kruskal- Wallis Tests.
UNIT – V	Data Analysis
	Multi-Variate Analysis - Multiple Regression Analysis - Concepts and Applications of Discriminant Analysis and Factor Analysis, Cluster Analysis for Market Segmentation, Multidimensional Scaling for Brand Positioning, Conjoint Analysis for Product Design. Report Preparation and Presentation.
Text Book	<ol style="list-style-type: none"> 1. Kothari C R – Research Methodology Methods & Techniques (New Age International Publishers) 2. Saunders - Research Methods for Business students (Prentice hall, 2nd Edition, 2007)
Reference Books	<ol style="list-style-type: none"> 1. Panneer Selvam - Research Methodology (Prentice Hall of India, Edition 2008) 2. Gravetter - Research Method for Behaviourial Sciences (Cengage Learning)
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	

Practical:

1. Analysis of exploratory research design using software's
2. Analysis of descriptive research design using software
3. Preparing questionnaire using software
4. Preparing interview
5. Preparing survey
6. Preparing a report on banking company
7. Prepare a report on ethical hacking
8. Preparing diagnostic research design
9. Derivation of rank sum test using SPSS
10. Derivation of chi –square problem using SPSS
11. Derivation of ANNOVA problem using SPSS
12. Derivation of Z test using SPSS
13. Derivation of T test using SPSS
14. Derivation of regression using SPSS
15. Derivation of mean, mode & median using SPSS
16. Derivation of mann whitney U test using spss

Three Practical from each unit .

One simulation exercise.

Practical will be conducted as per the practical manual

BM 206	Business Strategy & Corporate Governance Ethics
Prerequisite	Completion of senior secondary course with basic IQ Level

Learning Objectives	The Objectives of the course are :
	Understand the nature of competition and industries at an advanced level.
	Understand how external forces such as social, political/legal, economic, and technological,
	Understand the sophisticated relationships among the functional areas of an organization (marketing, human resources, production, finance, and accounting) and how effective strategic planning requires a concerted effort among all functional areas.
	Understand strategy research, including extensive use of the internet as a research tool
Salient features	The students will be able to
	Use analytical and problem-solving skills in decision making.
	Be knowledgeable about the differences among global economies, institutions, and cultures and understand the implications these have on global management.
Utility	The student will be able to apply the strategic management model to the analysis of an ongoing enterprise, including industry, environmental, and firm assessments; firm, business, and functional strategic assessments; development and evaluation of strategic alternatives; and strategic implementation and control
UNIT – I	Introduction to Business Strategy
	Introduction, Concept of Business Strategy, Need for Business Strategy, Essentials of Effective Strategy, Effects of Inadequate Strategies, Functions of Business Strategies
UNIT – II	External, Operating & Internal Environment:
	Social, Ethical, Economic, Technological, Legal/Political, Global Environment, Sources of External Environment Information, External Stakeholders & Environmental Uncertainty, Competitive forces- customers, suppliers, existing competitors, potential competitors and entry barriers, Internal resource and competitive advantage
UNIT – III	Strategic Alternative Development:
	Value of developing strategic alternatives, Generic Business Strategies, corporate strategies, Functional strategies
UNIT – IV	Structure & Strategy:
	Strategy structure fit, Business level structures – Functional, product/market, project matrix, network, Corporate level structures – divisional, strategic business units, corporate matrix, translational
UNIT – V	Strategic Control:
	Meaning of strategic control, System, elements of strategic control system, Feed forward control, feedback control and concurrent control, Criteria for evaluation – quantitative/qualitative, Corporate restructuring
List of Expt.	
Text Book	<ol style="list-style-type: none"> 1. Prasad, LM – Business Policy & Strategy – Sultan Chand & Sons 2. Michael, VP – Globalization, Liberalization & Strategic Management – McGrawHill
Reference Books	<ol style="list-style-type: none"> 1. Grant, RM – Contemporary Strategy Analysis – Blackwell Publishers 2. Harrison, J.S, St. John, CH – Strategic Management of Organizations & Stakeholders – South Western College

	Publishing
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	

BM 208	Quantitative Techniques & Business Statistics
Prerequisite	Completion of senior secondary course with basic IQ Level
Learning Objectives	The Objectives of the course are :
	Understand relevance & need of quantitative methods for making business decisions
	Demonstrate a sound knowledge of fundamentals of statistics and statistical techniques
	Able to apply quantitative methods to solve a variety of business problems
	Able to understand the latest techniques of Q.T.
Salient features	The students will be able to:
	1. Able to conceptualize different concepts used in Q.T.
	2. Able to implement the knowledge about the different scientific theories used in business simulations.
	3. Able to implement the latest techniques of linear programming, matrix, decision theory, game theory
Utility	Provides students with quantitative skills that are required to make business decisions. These skills involve using statistical, forecasting and estimation techniques. Formulation and application of mathematical models in business decision making scenarios.
UNIT – I	Introduction:
	Definition & classification of quantitative techniques, methodology, advantages. Definition of matrix, their types & operations, determinant of a matrix, adjoint & inverse of a matrix, methods of matrix to solve linear equations
UNIT – II	Transportation and Assignment Problems:
	Methods of solving transportation Problem, MODI Method, their issues & techniques to solve them, Methods of making initial assignment, optimality test methods, their issues & techniques to solve them, concept, method to solve them – Hungarian method, their issues.
UNIT – III	Measures of Central Tendency:
	Measure of Central Tendency Mean, Median, Quartiles, Deciles, Percentiles, Mode, Geometric mean, Harmonic mean, Merit and demerit of all the averages
UNIT – IV	Data and Measures of Dispersion
	Introduction to statistics, Meaning and scope, Limitation of Statistics, Data, Types of data, Methods of data collection Measure of Variations Introduction, Range, Mean Deviation, Quartile Deviation, Variance, Standard Deviation, Coefficient of variation, Skewness, kurtosis
UNIT – IV	Correlation and Regression Analysis:
	Correlation: concept, Type of correlation, Measure of correlation Regression: concept,

Line of regression X on Y, Line of regression Y on X, Relation between correlation and regression	
List of Expt.	
Text Book	<ol style="list-style-type: none"> 1. Taha Hamdy - Operations Research - An Introduction (Prentice-Hall, 9th edition) 2. Vohra - Quantitative Techniques in Management (Tata McGraw-Hill, 2nd)
Reference Books	<ol style="list-style-type: none"> 1. Khandelwal, Gupta Quantitative Techniques 2. Dr. N. P. Agarwal Quantitative Techniques 3. Khandelwal, Gupta, Agrawal, Ahmed Quantitative Analysis for Management
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	

BM 301	Project Management
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are :
	To create an understanding regarding the projects undertaken by the project managers and decision making and team building tasks related to them.
	To gain in depth knowledge about Project initiation, planning, implementation and control.
	To have understanding about different techniques of financial, market and technical analysis
	Able to analyze different barriers to project implementation and to learn the techniques to solve them through operational workouts and live case studies.
Salient features	The students will be able to
	Able to conceptualize different regarding the projects undertaken by the project managers and decision making and team building tasks related to them.
	Able to implement the knowledge they carry about Project initiation, planning, implementation and control.
	Able to apply different techniques of financial, market and technical analysis
	Able to overcome the barriers to project implementation by applying the techniques to solve them.
Utility	This This course will equip the students to various feasibility analyses – Market, Technical, Financial and Economic. To equip them with the knowledge and skills required to be successful in applying Project Management.
UNIT – I	Introduction to Project Management:
	An Overview, Project Management Environment, Project Management Process
UNIT – II	Project Initiation:
	Project Idea Generation & Screening, Market & Technical Analysis, Overview of Financial Analysis

UNIT – III	Project Planning:
Project Scope Management, Identifying Project Activities, Activities – Sequencing, Estimating Duration & Scheduling	
UNIT – IV	Project Implementation & Control:
Building Project Team, Project Review & Control, Project Communication Management, Project Cost & Risk Management, Project quality & Procurement Management	
UNIT – V	Project Auditing & Closing:
Project Auditing, Project Closing	
List of Expt.	
Text Book	Chandra; Projects- Planning, Analysis, Selection, Financing, Implementation and Review', VI Edition, Tata Mc Graw Hill, 8th Edition 2015.
Reference Books	<ol style="list-style-type: none"> 1. Nagarjuna – Project Management 2. Motto P K – Project Formulation in Developing Countries
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	

BM 302	Entrepreneurship and Small Scale Business Management
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are :
	understanding the concepts of entrepreneurship, innovation, entrepreneurship and small business management
	How to use systems thinking and design thinking to develop new venture ideas
	How to use customer ethnography and interviews to validate value proposition(s) of new venture ideas
	How to use the business model canvas to operationalize new venture ideas
Salient features	The students will be able to
	Able to conceptualize the entrepreneurship ideas.
	Able to understand ESSB techniques
	Able to implement the effectiveness of ESSB.
Utility	The student will be able to gather knowledge for the practical life and profession
UNIT – I	Introduction:
Meaning and Importance, Evolution of term 'Entrepreneurship', Factors influencing entrepreneurship - Psychological factors, Social factors, Economic factor, Environmental factors, Characteristics of an entrepreneur, Entrepreneur and Entrepreneur, Types of entrepreneur. Entrepreneurial Motivation	

UNIT – II	Business Idea and Feasibility
Creativity, innovation and entrepreneurship; mental locks" that limit individual creativity; steps in the creative process; techniques for improving the creative process; protection of intellectual property involving patents, trademarks, and copyrights.	
UNIT – III	Business plan writing,
Scope, type, process of identifying targetmarket, survey industry & competitionanalysis.	
UNIT – IV	Technical entrepreneur
The E-entrepreneur Process of creating and growing high potential ventures; basic approaches to launch an e-commerce effort	
UNIT – V	Small business management:
Starting up a new business venture, Scope of fund raising to start up a new venture. Intrapreneurship Concept and importance in corporate environment.	
List of Expt.	
Text Book	<ol style="list-style-type: none"> 1. Hatten, Timothy S. (2016). Small Business Management 6th edition Mason 2. Justin G. Longenecker, Carlos W. Moore, J. William Petty, Leslie E. Palich <i>Small Business Management - An Entrepreneurial Emphasis 13th Edition</i> ©2006
Reference Books	<ol style="list-style-type: none"> 1. Entrepreneurship Development Khanka S. Chand 2. Entrepreneurship, Robert D Hisrich, Micheal P. Peter
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	
Practicals	<ul style="list-style-type: none"> • Discuss the availability of entrepreneurial opportunities. • Discuss the factors that make the family business unique. • Understand the franchising Concept. • Understand the reasons for starting a new business rather than buying an existing firm or acquiring a franchise. • Define competitive advantage. • Develop a comprehensive business plan. • Discuss the nature of the marketing research process. • Identify the factors affecting choice of a business location. • Describe the purpose and content of financial statements. • Identify the key characteristics of consumer behavior. • Discuss the role of cost and demand factors in setting a price. • Describe the communication process and the factors determining a promotional mix. • Explain the impact of social responsibilities on small businesses. • Discuss the distinctive features of small firm management. • Explain the importance of employee recruitment and identify some sources that can be useful in finding qualified applicants. • Explain the key elements of total quality management (TQM) programs. • Explain the importance of computer technology for small businesses. • Identify the basic requirements for an accounting system. • Describe the working-capital cycle of a small business. • Define and explain the nature of risk. • Explain the importance of an exit strategy.

EN 105	Professional Communication- I
Prerequisite	Completion of senior secondary course with basic IQ Level
Learning Objectives	The Learning Objectives of the course are:
	To provide an overview of Prerequisites to Business Communication.
	To put in use the basic mechanics of Grammar.
	To provide an outline to effective Organizational Communication.
	To underline the nuances of Business communication.
Salient features	The students will be able to
	To be familiar with the complete course outline/Course Objectives/Learning
	Outcomes/ Evaluation Pattern & Assignments
	To participate in an online learning environment successfully by developing the
Utility	Classroom assignments/activities specifically designed to encourage students to play an active role for enhancing their knowledge and developing learning strategies. Blended learning - online and traditional lectures with other active teaching methodologies, such as group discussions, cooperative group solving problems, quizzes, discussions and assignments enable students towards understanding various aspects of effective communication
UNIT – I	Introduction to Communication:
	Concept & Learning Objectives, Nature & Role of Communication, Effective Communication, Barriers of Communication.
UNIT – II	Communication Process:
	Types of Communication, Formal & Informal, Upward & Downward, Vertical & Horizontal, Grapevine, Listening Process – Types
UNIT – III	Verbal & Non-verbal Communication:
	Oral & Written, Business Correspondence, Letters, Internal Office Notes, Orders & Feedback, Body Language
UNIT – IV	Oral Communication:
	Group Discussion, Public Speaking, Interviews
UNIT – V	Presentations:
	Concept & Characteristics, Presentation Skills, Use of audio & visual aids. Concepts, Types of Report-Writing.
Text Book	C.B. Gupta – Business Communication & Customer Relations (Chand & Co.)

	Webster's Guide to Effective Letter Writing – Harpes & Rowe
Reference Books	Karl Eric Roserngen – Communication: An Introduction Asha Kaul – Business Communication – Prentice Hall Sushil Behl – Business Communication Today Response Books
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on :	
<p>Practical</p> <ol style="list-style-type: none"> 1. Group Discussion 2. Interview Preparation – preparation of questions and suitable response 3. Presentation Skills 4. Body language training 5. Business etiquettes 6. Business Games 7. Business correspondence letters 8. Internal office notes 9. Active listening process 10. Just one minute on important issues 11. Preparation of office orders 12. Preparation of circulars 13. Preparation of notices 14. Business terms 15. Role of feedback and preparation of feedback form <p>Three Practical from each unit. One simulation exercise. Practical will be conducted as per the practical manual</p>	

BM 106	Fundamentals of Financial Management
Prerequisite	Completion of senior secondary course with basic IQ Level
Learning Objectives	The Objectives of the course are :
	1. Define what finance is and how it relates to economic theory and accounting information.
	2. Conduct a forecast using relevant data.
	3. To have understanding about Basic Entries to record a transaction
	4. Able to analyze Inventory Valuation, Joint Stock Company, preparation of company Accounts
Salient features	The students will be able to
	Able to conceptualize Financial Statement

	Able to get company Inventory Valuation, joint stock Company
	Can prepare company Accounts
Utility	The student will be able to gather knowledge for the practical life and profession
UNIT – I	Introduction:
	Concept, nature & Objectives of financial management, financial goal, finance functions, Indian financial system.
UNIT – II	Financing Decisions:
	Concept, leverage, EBIT-EPS analysis.
UNIT – III	Cost of Capital
	Concept, cost of different sources of finance – debenture, term loan, preference capital, equity capital.
UNIT – IV	Capital Budgeting
	Concept, financial appraisal of a project, investment evaluation criteria – PBP, ARR, NPV, BCR, IRR, DPBP, ACC, etc., concept,
UNIT – V	Working Capital Management:
	Concept, need & objective of WC management, list of CAs & CLs, operating cycle & its use in working capital management, financing current assets, inventory, cash & receivables management, concept, tools of analysis – ratio analysis & fund flow analysis.
List of Expt.	
Text Book	<ul style="list-style-type: none"> • I. M. Pandey Financial Management • Khan & Jain Financial Management
Reference Books	<ul style="list-style-type: none"> • Van Horne Financial Management • Prasana Chandra Financial Management
Mode of Evaluation	Assignment/Practical Questions/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on	
Practical:-	
1. Future Value & Present Value	
2. Annuity	
3. Fund Flow Statement	
4. Cash flow statement	
5. Ratio Analysis	
6. Cost of Capital & Capital Structure	
7. Equity & overall cost of capital,	
8. Capital Budgeting,	

9. Theories of Capital structure & Restructure
10. Dividend Policy
11. Valuation of a Firm
12. Leverages
13. EPS
14. Operating leverages
15. Financial leverages
Three Practicals from each unit.
One simulation exercise.

Practicals will be conducted as per the practicals manual

BM 108	Human Resource Management
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are:
	The general purpose is to familiarize students with the basic principles and techniques of human resource management
	The course takes a practical view that integrates the contributions of the behavioural sciences with the technical aspects of implementing the HR function in the 'real world.'
	To enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations
Salient features	The students will be able to
	1. Conceptualize HR function, its processes and importance.
	2. Get insight into HR processes
	3. Know Business terminology related to HR function.
Utility	The student will be able to Understand the implications for human resource management of the behavioral sciences, government regulations, and court decisions Students will understand HR function (e.g. – recruitment, selection, training and development, etc.) and be familiar with each element's key concepts & terminology
UNIT – I	Introduction to HRM:
Definition and Concept, Features , Objectives, Functions, Scope and Development of Human Resource Management, Importance of Human Resource Management, Human Resource Practices	

Introduction, Concept of Personnel Management, Personnel Management in India, Functions of the Labour Welfare Officer, Difference Between Personnel Management and HRM	
UNIT – II	Human Resource Planning:
Concept of Human Resource Planning (HRP), Factors in HRP, Process of HRP	
UNIT – III	Job Analysis, Recruitment and selection
Job Analysis, Job Description, Writing a Job Description, Job Specification, Job Design Introduction, Concept of Recruitment, Factors Affecting Recruitment, Types of Recruitment Introduction, Concept of Selection, Process of Selection, Selection Tests, Barriers in Selection.	
UNIT – IV	Performance Appraisal and Compensation Management:
Introduction, Concept of Performance Appraisal, Purpose of performance appraisal, Process, Methods of Performance Appraisal, Major Issues in Performance Appraisal Elements of Compensation, Factors affecting Compensation, Fringe Benefits, TimeWage and Piece WageSystem.	
UNIT – V	Employee Relations:
Introduction, Concept of Employee Relations, Managing Discipline, Managing Grievance , Employee Counseling ,Employee Empowerment: Introduction, Concept of Employee Empowerment, Process of Empowerment, Empowerment in Indian Scenario, Empowerment in Global Scenario International HRM: Introduction, Comparison of Domestic and International HRM, Challenges in International HRM	
Text Book	1. Dessler, G. Fundamentals of Human Resource Management (4th Edition, Pearson)ISBN: 9780133791532
Reference Books	1. Gary Dessler – Human ResourceManagement 2. Pareek U. & T.V Rao – Designing & Managing Human ResourceSystems 3. Managing and measuring employee performance – Understanding practice; Elizabeth Houldsworth, Dilum, Jirasinghe
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	
Practical to be conducted:	<ul style="list-style-type: none"> 1. Differentiate between HRM and PM. 2. Sketch the HRM department for an Indian Business unit. 3. Identify the role of Hr’s in today’s scenario globally 4. Estimation of employees by HR department. 5. Techniques of HR Planning. 6. Process of conducting Job Analysis 7. Techniques of Job Designing 8. Preparation of a recruitment ad for a job 9. Process of selection

	<p>10. TNA analysis</p> <p>11. How To conduct training by various methods.</p> <p>12. Comparative study of PAM of two industries.</p> <p>13. Calculate Time wage and price wage.</p> <p>14. Classification Industrial Dispute and Settlement Machinery.</p> <p>15. Design an employee benefit programme for your organization.</p> <p>Three Practical from each unit .</p> <p>One simulation exercise.</p> <p>Practical will be conducted as per the practical manual</p>
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BM	MANAGEMENT INFORMATION SYSTEM
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	<p>This course emphasizes effective ways of building a model of the real world and optimizing it through normalization algorithms. The study of MIS is now of fundamental importance in the field of computer science and management information system.</p> <p>To describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems</p>
Salient Features	<p>Students will be able to relate the basic concepts and technologies used in the field of management information systems;</p> <p>Compare the processes of developing and implementing information systems.</p> <p>Outline the role of the ethical, social, and security issues of information systems.</p>
Utility	Students will be able to translate the role of information systems in organizations, the strategic management processes, with the implications for the management. Apply the understanding of how various information systems like DBMS work together to accomplish the information objectives of an organization.
UNIT – I	Information & System:
	MIS concept - Definition –Role of the MIS - Impact of the MIS-MIS and the user - Management as a control system – MISa support to management - Development process of the MIS.
UNIT – II	System analysis and design
	System - Need for system analysis - System analysis of the existing system - System analysis of a new requirements - System Development Model -

Structured System Analysis and Design - Object Oriented Analysis.	
UNIT – III	Information system applications:
MIS applications, DSS – GDSS - DSS applications in E enterprise - Knowledge Management System and Knowledge Based Expert System - Enterprise Model System and E-Business, E-Commerce, E-communication, Business Process Reengineering.	
UNIT – IV	Technology of information system:
Data process- Transaction and application process Information system process; Unified communication and network; Security challenges in E-enterprises; Security threats and vulnerability-Controlling security threat and vulnerability	
UNIT – V	Data base management system:
Objectives of data base approach- Characters of database Management systems- Data processing system- Components of DBMS packages - Data base administration- Data models - Data warehouse.	
Text Book	<ol style="list-style-type: none"> 1. Database Management System, Alex Leon, Mathews Leon, Pearson Education 2. Database Management Concepts, Korth, McGraw-Hill Education 3. Database Management System, C.J.Date, O'Reilly Media 4. Relation Database: Theory & PRACTICALS , Val Occardi, BPB Publications, New Delhi,
Reference Books	<ol style="list-style-type: none"> 1. Henry Luca: Management Information Technology 2. Laudon&Lauden: Information Technology 3. Jawedker: Management information System 4. James O' Brein: Management Information Technology
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALS</p> <ol style="list-style-type: none"> 1. How information System Works – through software 2. Introduction to internet technology. 3. Use of ERP software. 4. Database Handling in an Information System 5. Electronic Money transfers; 6. E-Banking; 7. E-commerce 8. Uses of Internet; 9. Web Browsing ; 10. Latest soft wares in I.T. Management.



INTERNATIONALSCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for BBA (Tourism & Aviation) (GMR)

Edition – 2022-24

YEAR: 1

SEMESTER: I

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T	P		CE	ESE
		A. Program Core							
1		Airport Operations System - Terminal & Landside						40	60
2		Security Management at Airports						40	60
3		Airport Service Quality						40	60
4		Aircraft Ramp Safety						40	60
5		Airport Strategy & Airport Business						40	60
6		Cargo Operations, Dangerous Goods Regulation						40	60
7		Master Planning, Airport Design & Construction						60	40
		IATA DGR Cat 6							
8		Airline Economics and Route Development							
9		Non Aero Revenue Management at Airport							
10		Airport Engineering & Systems						40	60
11		Technology Innovation and Digital journey at Airports							
12		Airport Information Management							

13		Sustainability at Airports							
14		Annex 14 along with Wild life habitat management & Aerodrome Certification							
15		Safety management System							
16		Aerotropolis Management ICAO Certification Courses							
17		ICAO Certification -Hazmat First responder operation level							
18		ICAO Certification- Leadership in energy, environment & Development of airport infrastructure							
19		ICAO Certification- Disable Aircraft Recovery Procedures							
		Total							
		Total Teaching Load							



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Teaching and Examination Scheme for BBA (Tourism & Aviation) (GMR)

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YEAR: 1

SEMESTER: II

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		On-the-job Training at IGIA							
1		AOCC at Delhi					40	60	
2		Customer Service Area					40	60	
3		Cargo Operations					40	60	
4		Air Cargo Logistic Centre					40	60	
5		Non Aero- Retail					40	60	
6		Multi-level Car Park					40	60	
7		E & M- Cooling towers					60	40	
		Aerocity Development							
8		Landscaping							
9		City Side Management					60	40	
10		Airport Construction							
11							40	60	
		Total							
		Total Teaching Load							

L - Lecture

T – Tutorial

CE – Continuous

Evaluation

S – Seminar P – PRACTICALS
End Semester Evaluation

ESE –