

BACHELOR OF COMMERCE (B.Com.)**COURSE STRUCTURE**

Year	Semester	Course Code	Subject	Periods			Credits	
				L	T	P	C	
1	1	BBA 111	Principles of Business Management/ Principles of HRM (SWAYAM)	3	1	0	4	
		BBA 112	Business Environment	3	1	0	4	
		DIP 111	Professional Communication	3	1	0	4	
		BCA 114	Basics of Computer Applications	2	1	2	4	
		MC 111	Induction Training	0	0	0	0	
			Total Credits	11	4	2	16	
	2	2	BBA 121	Business Organisation (SWAYAM)	3	1	0	4
			MTH 121-1	Business Mathematics	3	1	0	4
			LLB 124	Business Laws	3	1	0	4
			BBA 123	Business Accounting	3	1	0	4
MC 121			Environmental Science	2	1	0	3	
			Total Credits	14	5	0	19	
2	1	BBA 212	Organizational Behaviour	3	1	0	4	
		BBA 213	Management of Financial Services	3	1	0	4	
		BCOM 213	Fundamentals of Insurance	3	1	0	4	
		BBA 214	Indian Economy	3	1	0	4	
		MC 211	Disaster Management	2	1	0	3	
			Total Credits	14	5	0	19	
	2	2	BBA 221	Financial Management	3	1	0	4
			BBA 223	Accounting for Managers/Decision Making (SWAYAM)	3	1	0	4
			BCOM 222	Corporate Accounting	3	1	0	4
			BCOM 223	Income Tax	3	1	0	4
MC 221			Introduction to Positive Psychology	2	1	0	3	
			Total Credits	14	5	0	19	

3	1	BCOM 311	Entrepreneurship Development	3	1	0	4
		BBA 312	Marketing Research Analysis (SWAYAM)	3	1	0	4
		BCOM 313	Economic Development & Planning	3	1	0	4
		BCOM 314	E-Commerce: Fundamentals & Applications	3	1	0	4
		MC 311	GST	2	1	0	3
			Total Credits	14	5	0	19
	2						
		BCOM321	Industry-based Project work	0	4	40	24

Summary:

	Number	Credits
Teaching Courses Core	20	80
Teaching Courses Qualifying	01	00
Teaching Courses (mandatory)	04	12
Industry Based Project-Work	01	24
Total	26	116

SYLLABUS OF B.COM 2018-2019

BBA 111: PRINCIPLES OF BUSINESS MANAGEMENT (SWAYAM)

L	T	P	C
3	1	0	4

RATIONALE

Principle of business management will provide basic knowledge of management, which is needed to students of management to understand the functions and objectives of management. After studying the course students begin to think to solve business problems in professional manner.

Unit No.	Contents	Contact Hrs.
1.	Introduction: Concepts, Objectives, Nature, Scope & Significance of management, Evolution of Management thought- contribution of Taylor	10
2.	Planning: Concept, Objectives, Nature, Limitation, Process of Planning, Importance and Process of Decision Making.	10
3.	Organising: Concept, Objectives, Nature of Organising, Types of Organisation, Delegation of Authority, Authority & Responsibilities.	10
4.	Directing: Concept, Principles & Techniques of Directing & Coordination Concept of Leadership-Meaning. Importance, Motivation Communication. Controlling: Concept, Principles, Process & Techniques of Controlling, and Relationship between Planning & Controlling.	10

BBA 112: BUSINESS ENVIRONMENT

L	T	P	C
3	1	0	4

RATIONALE

Business Environment is vital for understanding the basic of external and internal environment, so that one can take business decisions in comfortable way. To design business policies and rationale behind this course to aware the students about environment and its impact on life and business.

Unit No.	Contents	Contact Hrs.
1.	Concept, significance and nature of environment of Business. Elements of environment- internal & external, Interaction between internal and external environment. Techniques of environment, scanning and monitoring.	10
2.	Significance and elements of economic environment, economic systems: Capitalism, socialism, communism, mixed economy-public and private sector, economic planning in India, new economic policy.	10
3.	Critical elements of political environment, Government and business. Government policies-Industrial policy, fiscal and monetary policy, Exim policy changing dimensions of legal environment in India: MRTP ACT, FEMA, Consumer protection Act.	10
4.	Multinational corporations, transnational corporations, Foreign collaborations and Indian Business, Merger and acquisitions, Global competitiveness. International Economic institutions: WTO, World Bank, IMF and their importance to India.	10

DIP 111: PROFESSIONAL COMMUNICATION

L	T	P	C
3	1	0	4

RATIONALE

This course is important to develop communication skill as well as simple grammar concept, rationale of studying this subject is to make student ideal communicator.

Unit No.	Contents	Contact Hrs.
1.	Meaning and objective of business communication, communication model and process, principles of effective communication.	10
2.	Business Communication: formal & informal communication, networks, grapevine, barriers in communication, group discussion, seminars, individual & group presentations.	10
3.	Oral & non-verbal communication: Principles of oral presentation factors effecting presentation, effective presentation skills. Body language, effective listening,	10

	interviewing skills, writing resume & letter or application.	
4.	Modern forms of communication, International communication, writing and presenting in international situations. Essential of effective business letters, writing important business letters including correspondence with bank and insurance companies.	10

BCA 113: BASICS OF COMPUTER APPLICATIONS

L	T	P	C
2	1	2	4

RATIONALE

This Course will enable the students to have awareness about basics of computer applications in several areas.

Unit No.	Contents	Contact Hrs.
1.	Introduction to Computers: Introduction, Characteristics of Computers, Block diagram of computer. Types of computers and features, Mini Computers, Micro Computers, Mainframe Computers, Super Computers, Types of Programming Languages (Machine Languages, Assembly Languages, High Level Languages). Data Organization, Drives, Files, Directories. Types of Memory (Primary And Secondary) RAM, ROM, PROM, EPROM. Secondary Storage Devices (FD, CD, HD, Pen drive) I/O Devices (Scanners, Plotters, LCD, Plasma Display)	9
2.	Number Systems: Introduction to Binary, Octal, Hexadecimal system, Conversion, Simple Addition, Subtraction, Multiplication, Algorithm and Flowcharts Algorithm: Definition, Characteristics, Advantages and disadvantages, Examples Flowchart: Definition, Define symbols of flowchart, Advantages and disadvantages, Examples	8
3.	Documentation Using MS-Word - Introduction to Office Automation, Creating & Editing Document, Formatting Document, Auto-text, Autocorrect, Spelling and Grammar Tool, Document Dictionary, Page Formatting, Bookmark, Advance Features of MS-Word-Mail Merge, Macros, Tables, File Management, Printing, Styles, linking and embedding object, Template	7

4.	Electronic Spread Sheet using MS-Excel - Introduction to MS-Excel, Creating & Editing Worksheet, Formatting and Essential Operations, Formulas and Functions, Charts, Advance features of MS-Excel-Pivot table & Pivot Chart, Linking and Consolidation, Database Management using Excel-Sorting, Filtering, Table, Validation, Goal Seek, Scenario.	8
5	Presentation using MS-PowerPoint: Presentations, Creating, Manipulating & Enhancing Slides, Organizational Charts, Excel Charts, Word Art, Layering art Objects, Animations and Sounds, Inserting Animated Pictures or Accessing through Object, Inserting Recorded Sound Effect or In-Built Sound Effect.	8

PRACTICALS	
1	<p>Create a telephone directory.</p> <ul style="list-style-type: none"> • The heading should be 16-point Arial Font in bold • The rest of the document should use 10-point font size • Other headings should use 10-point Courier New Font. • The footer should show the page number as well as the date last updated. <p>Create the following one page documents.</p> <ul style="list-style-type: none"> • Compose a note inviting friends to a get-together at your house, including a list of things to bring with them. • Design a certificate in landscape orientation with a border around the document. <p>Create the following document: A newsletter with a headline and 2 columns in portrait orientation, including at least one image surrounded by text.</p> <p>Convert following text to a table, using comma as delimiter</p> <p>Type the following as shown (do not bold).</p> <p>Color, Style, Item Blue, A980, Van Red, X023, Car Green, YL724, Truck</p> <p>Name, Age, Sex Bob, 23, M Linda, 46, F Tom, 29, M</p>
2	<p>Design a time-table form for your college.</p> <ul style="list-style-type: none"> • The first line should mention the name of the college in 16-point Arial Font and should • Be bold. • The second line should give the course name/teacher's name and the department in 14-point Arial. • Leave a gap of 12-points. • The rest of the document should use 10-point Times New

	<p>Roman font.</p> <ul style="list-style-type: none"> The footer should contain your specifications as the designer and date of creation.
3	<p>Convert following text to a table, using comma as delimiter Type the following as shown (do not bold). Color, Style, Item Blue, A980, Van Red, X023, Car Green, YL724, Truck Name, Age, Sex Bob, 23, M Linda, 46, F Tom, 29, M</p>

2nd Semester

BBA 121: BUSINESS ORGANISATION (SWAYAM)

L	T	P	C
3	1	0	4

RATIONALE
No organization can survive without knowing business organization, so rationale of studying the course is to make student familiar with organization culture.

Unit No.	Contents	Contact Hrs.
1.	Meaning and definition of business essentials & scope of business, meaning definition, characteristics & objectives of business organisation, evolution of business organisation, modern business, business & profession.	10
2.	Business unit, establishing a new business unit. Meaning of promotion. Features for business, plant location, plant layout.	10
3.	Forms of business organisation. Sole proprietorship, partnership, joint stock companies & co-operatives.	10
4.	Business combination meaning causes, objectives, types, mergers, takeovers and acquisitions. Business finance: financial need of business methods & sources of finance.	10

MTH 121-1: BUSINESS MATHEMATICS

L	T	P	C
3	1	0	4

RATIONALE

This course provides basic knowledge about mathematics, which is required for students for the calculations of business problems & decision making.

Unit No.	Contents	Contact Hrs.
1.	Matrix: Introduction, square matrix, Row matrix, Column matrix, Diagonal matrix, Identity Matrix, Addition, Subtraction & Multiplication of Matrix, Use of Matrix in Business Mathematical Induction.	10
2.	Inverse of Matrix: Rank of Matrix, Solution to a system of equation by the adjoint matrix methods & Gauss Elimination Method.	10
3.	Percentage, Ratio and Proportion, Average, Mathematical Series-Arithmetic, Geometric & Harmonic, Simple Interest & Compound Interest.	10
4.	Set theory: Notation of Sets, Singleton Set, Finite Set, Infinite Set, Equal Set Null Set, Subset, Proper Subset, Universal Set, Union of Sets, Inter-section of Sets, Use of set theory in business, Permutation & Combination.	10

LLB 124: BUSINESS LAWS

L	T	P	C
3	1	0	4

RATIONALE

Nobody can start business without business laws, this course gives superficial knowledge about business law, after studying this course students begin to think legally.

Unit No.	Contents	Contact Hrs.
1.	The Indian Contract Act, 1872: General Principle of Law of	10

	Contract a) Contract – meaning, characteristics and kinds 13 Lectures b) Essentials of a valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects. c) Void agreements d) Breach of contract	
2.	The Indian Contract Act, 1872: Specific Contract 13 Lectures a) Contract of Indemnity and Guarantee b) Contract of Bailment	10
3.	The Sale of Goods Act, 1930 13 Lectures a) Contract of sale, meaning and difference between sale and agreement to sell. b) Conditions and warranties c) Transfer of ownership in goods including sale by a non-owner d) Performance of contract of sale e) Unpaid seller – meaning, rights of an unpaid seller against the goods and the buyer.	10
4.	Negotiable Instruments Act 1881: Definition, Features. Types, Recognition and Endorsement of Negotiable Instruments, Holder & Holder in due course, payment in due course, Parties to Notes, Bills & Cheques, Negotiation.	10

BBA 123: BUSINESS ACCOUNTING

L	T	P	C
3	1	0	4

RATIONALE

Course contents are designed in such a manner, so that it make students familiar with concepts of accounting and provide them an analytical approach in a better way.

Unit No.	Contents	Contact Hrs.
1.	Accounting for consignment: meaning & features of consignment, difference between consignment & sale, types of commission, Performa invoice, invoice price & loading, account sales, valuation of unsold stock, journal entries and problems	10
2.	Hire Purchase System: Meaning and features, legal provisions, journal entries in the book of purchases and vendor, preparation of various accounts in the ledger of hire purchases and seller.	10
3.	Accounts of Co-operative societies: Meaning and types of co-operative societies, legal provisions, consumer's society and credit society, day to day accounts, statements of receipts and payments, profit and loss account.	10

4.	Insurance Claims: Meaning and types, calculation of claims under loss of stock policy and loss of profit policy only, Application of Average Clause	10
5.	Farm Accounting: Books of accounts necessary for accounting, journal entries, ledger accounts, preparation of farm accounts to ascertain profits, preparation of balance sheet.	

MC 121: ENVIROMENTAL SCIENCE

L	T	P	C
2	1	0	3

RATIONALE

This course is design to aware students about environmental science, which is the need of the hour.

Unit No.	Contents	Contact Hrs.
1.	Definition, scope and importance, Need for public awareness	
2.	<p>Natural resources and associated problems-</p> <p>Forest resources: Use and over-exploitation, deforestation, case studies, Timber extraction, mining, dams and their effects on forests and tribal people.</p> <p>Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dam's benefits and problems.</p> <p>Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.</p> <p>Food Resources: World food problems, changes caused by agriculture and over grazing, effects of modern agriculture, fertilizers- pesticides problems, water logging, salinity, case studies.</p> <p>Energy Resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources, case studies</p> <p>Land Resources: Land as a resource, land degradation, man induces landslides, soil erosion, and desertification.</p> <p>b) Role of individual in conservation of natural resources.</p> <p>c) Equitable use of resources for sustainable life styles.</p>	6
3.	Eco Systems-Concept of an eco system, Structure and function of an eco system. Producers, consumers, decomposers. Energy flow in the eco systems. Ecological	6

	<p>succession. Food chains, food webs and ecological pyramids. Introduction, types, characteristic features, structure and function of the following eco systems:</p> <p>Forest ecosystem Grass land ecosystem Desert ecosystem. Aquatic eco systems (ponds, streams, lakes, rivers, oceans, estuaries)</p>	
4.	<p>Biodiversity and it's Conservation Introduction-Definition: genetics, species and ecosystem diversity. Biogeographically classification of India. Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values Biodiversity at global, national and local level. India as a mega diversity nation. Hot-spots of biodiversity. Threats to biodiversity: habitats loss, poaching of wild life, man wildlife conflicts. Endangered and endemic spaces of India. Conservation of biodiversity: in-situ and ex-situ conservation of biodiversity.</p>	6
5	<p>Environmental Pollution Definition Causes, effects and control measures of:</p> <ol style="list-style-type: none"> Air pollution Water pollution Soil pollution Marine pollution Noise pollution Thermal pollution Nuclear hazards <p>Solid waste Management: Causes, effects and control measures of urban and industrial wastes Role of an individual in prevention of pollution Pollution case studies Disaster management: Floods, earth quake, cyclone and land slides</p>	6

BBA 212: ORGANISATIONAL BEHAVIOUR

L	T	P	C
3	1	0	4

RATIONALE

Course contents give knowledge of various theories and concepts of Organisational Behaviour. So that students can understand organization in much better way.

Unit No.	Contents	Contact Hrs.
1.	Introduction: Concept, nature, scope & importance of organisation behaviour. Its interdisciplinary nature. Individual & group behaviour. Emerging challenges in OB.	10
2.	Inter-personal behaviour: importance of inter-personal relationships in organization. Role of communication. Transactional analysis & its applications in organizations. Group Dynamics: Concept of groups & teams. Types of groups. Stages of group development. Group norms & roles. Organisational leadership. Leadership theories, skills & styles. Leadership training.	10
3.	Motivation: Importance of motivation. Theories of motivation-Maslow's, Hertzberg's, McClelland's. Expectancy theory. Merits & demerits. Learning: principles of learning. Factors in human learning. Behaviour modification. Theories of learning.	10
4.	Perception: Definition & importance of perception. Perceptual process. Attitude: Concept of attitude. Attitude & behaviour. Attitude formation, factors determining attitude formation. Attitude measurement.	10

BBA 213: MANAGEMENT OF FINANCIAL SERVICES

L	T	P	C
3	1	0	4

RATIONALE

This course provides basic knowledge of financial services, which are needed.

Unit No.	Contents	Contact Hrs.
1.	Financial Services: Meaning, nature & types. Factoring: Meaning, characteristics & types of factoring arrangements, factoring in India. Hire Purchase finance & consumer, credit: conceptual frame work; legal aspects; taxation; accounting & reporting; financial evaluation of hire purchase finance, features of consumer credit.	10
2.	Housing finance: introduction, NHB's housing finance companies directions, prudential norms, & housing finance schemes. Credit rating: Meaning & types; benefits of credit rating to investors & companies. Credit rating agencies; objectives & functions. Credit cards: Concepts & significance, types of credit card, credit card business in India.	10
3.	Book Building: concepts of mechanism of books building; significance & benefits of book building. Securitization: concepts, mode, mechanism & beneficiaries of securitization; securitization in India.	10
4.	Depository system: concept, depository participants, function of depository system; benefits of depository, depository system in India. Venture Capital: Meaning, eligibility, modes of financing. Role and functions of merchant bankers.	10

BCOM 213: FUNDAMENTALS OF INSURANCE

L	T	P	C
3	1	0	4

RATIONALE

This course aims after acquainting the students the need for adequate knowledge in life and general insurance policies and principles.

Unit No.	Contents	Contact Hrs.
1.	Introduction: Meaning, definition, need and purpose of Insurance, Principles of Insurance, Insurance as a social security tool.	10
2.	Life Insurance : Life insurance contracts, Principles of Life Insurance, Types of Policies, Procedure of taking life insurance policy, settlement of claims	10
3.	General Insurance: Meaning, Nature, Principles of general insurance, kinds of general insurance policy, policy conditions, procedure of taking general insurance policy and settlement of claims.	10
4.	Health Insurance: Meaning principles and importance of health insurance, types of losses, procedure of taking health insurance policy, settlement of claims.	10

BBA 214: INDIAN ECONOMY

L	T	P	C
3	1	0	4

RATIONALE

This course aims after acquainting the students the need for adequate knowledge about the Indian Economic System and provide the elementary knowledge about Indian Economy.

Unit No.	Contents	Contact Hrs.
1.	Meaning of Economy, Economy growth & development, Characteristics of Indian Economy, Concepts of Human Development, Factors Affecting economic development.	10

2.	An overview of Economic Resources of India, Human resources of India: Concept of population Explosion, Interrelation of Population and economic development, population policy of India, Problem of unemployment in India.	10
3.	Economic planning in India, Planning commission, Critical evaluation of current Five Year Plan.	10
4.	Problems and prospects of Indian agriculture, agriculture development during plan period. Position, problems and prospects of large scale Industries (Iron, Steel, Cotton, textile)	10

MC 211: DISASTER MANAGEMENT

L	T	P	C
2	1	0	3

RATIONALE

The objective of this course is to provide basic conceptual understanding of disasters, disaster prevention and risk reduction, to build skills to respond to disaster.

Unit No.	Contents	Contact Hrs.
1.	Concepts of Hazard, Vulnerability, Risks, Natural Disasters Bomb Threat, Earthquake, Explosion	5
2.	Principles of Psychosocial Issues and Recovery During Emergency Situations Hazardous Material Spill/Release Natural and Manmade Disaster	5
3.	Roles and Responsibilities, Public Awareness and Warnings, Conducting a Participatory Capacity and Vulnerability Analysis Campus Shooting, Terrorist incidence Death in Family	10
4.	To Identify Existing and Potential Public Health Problems Before, During and After Disasters Financial Emergency Such As (a) A sudden Health Emergency (b) Unexpected Loss of Income (c) Rent in Arrears and Risk of Eviction	10

BBA 221: FINANCIAL MANAGEMENT

L	T	P	C
3	1	0	4

RATIONALE

The objective of this course is to familiarize students with the concepts of financial management and make them aware about expenditure and capital decisions.

Unit No.	Contents	Contact Hrs.
1.	Introduction: Meaning, scope & objectives of financial management-profit Vs wealth maximization functions of finance manager in Modern age, financial decision areas, time value of money, risk and return Analysis.	10
2.	Capital Expenditure Decisions: Appraisal of project; concept, process & techniques of capital budgeting and its applications.	10
3.	Working Capital Decisions: Concepts, components, factors affecting working capital requirement, working capital Management: Management of cash, inventory & receivables; introduction to working capital financing.	10
4.	Capital Structure: Determinants of capital structure, capital theories. Cost of capital: cost of equity, preference shares, debentures and retained earnings, weighted average cost of capital and implications.	10

BBA 223: ACCOUNTING FOR MANAGERS/ DECISION MAKING (SWAYAM)

L	T	P	C
3	1	0	4

RATIONALE

This course aims after acquainting the students the need for adequate knowledge of basic accounting which will help the students in identifying and solving the accounting problems.

Unit No.	Contents	Contact Hrs.
1.	Accounting-Meaning & Concepts: Difference between accounting & books keeping, Importance & limitations of accounting, users of accounting information, accounting principles, conventions & concepts.	10
2.	Subsidiary books: Recording of transactions in subsidiary books of accounts, preparation of journal, ledger and trial balance.	10
3.	Preparation of Final accounts: Preparation of final accounts with adjustments (including manufacturing account), depreciation accounting.	10
4.	Valuation of stocks: Accounting for negotiable instruments, reserve and provision. Accounting errors and rectifications: Preparations of bank reconciliation statement.	10

BCOM 222: CORPORATE ACCOUNTING

L	T	P	C
3	1	0	4

RATIONALE

The main objective of corporate accounting is to develop skill of reading and analyzing the company statements.

Unit No.	Contents	Contact Hrs.
1.	Issue, forfeiture and re-issue of shares-meaning-and procedure of issue of shares, types of shares pro-rata allotment of shares, forfeiture and reissue of shares. Journal entries.	10
2.	Redemption of preference shares: Types of preference shares, sources of redemption, accounting entries,	10
3.	Issue and Redemption of Debentures: Meaning and types of debentures, issue of debentures, methods of redemption, finance for redemption, accounting entries for issue and redemption of debentures (Sinking fund Method only)	10
4.	Company final accounts: Objects of preparation of final accounts- Preparation of profit and loss account- Profit and loss appropriation account and balance sheet.	10

BCOM 223: INCOME TAX

L	T	P	C
3	1	0	4

RATIONALE

This course aims after acquainting the students the need for adequate knowledge of Income tax. Income tax is direct tax and directly related with every citizen of country, so its knowledge is necessary for the students.

Unit No.	Contents	Contact Hrs.
1.	Concept Under Income-Tax Act: Income, Agricultural Income, Gross Total Income Total Income, Person, Assesses, Previous Year, Assessment Year. Residential Status and its effect on tax incidence. Determination residential status of an individual	8
2.	Exempted Income, Income exempted Under section 10. (For individual only). Income Under the head ` SALARY `and its computation.	8
3.	Computation of Tax Liability: Computation of total Income and Tax Liability of an Individual, Aggregation of Income, Set-off and Carry Forward of Losses. Deduction from gross total income.	8
4.	Tax Management: Tax Deduction at Source, Advance Payment of Tax, Assessment Procedures, Tax Planning for Individuals.	8
5.	Income Under the head ``Income from House Property and its Computation	8

MC 221: INTRODUCTION TO POSITIVE PSYCHOLOGY

L	T	P	C
2	1	0	3

RATIONALE

The overall aim of this course is to provide broad understanding about the importance of positive psychology in every aspect of life.

Unit No.	Contents	Contact Hrs.
1.	Meaning and Definition: Positive Psychology, Practical Strategies to Increase Your Psychological Wellbeing, Memory Building.	5
2.	Positive Education: Positive Emotions, Positive Engagement, Positive Accomplishment, Positive Purpose, Positive Relationship, Positive Health: Psychosocial Adjustment to Illness Scale (PAIS) Sickness Impact Profile (SIP) Functional Status Questionnaire (FSQ) Social and Occupational Functioning Assessment Scale (SOFAS)	8
3.	Paradox in Positive Psychology: Vedanta & Positive Psychology, Recent Researches on Positive Psychology. Positive Assessment	5
4.	Positive Psychotherapy: <ul style="list-style-type: none"> i. What is good in my life? ii. What am I grateful for? iii. What went well? 	5
5.	Positive Organisations: A Positive Organizational Culture Emphasizes: <ul style="list-style-type: none"> i. Building on employee strengths. ii. Rewards are more than punishment. iii. Emphasizing individual vitality growth. 	7

BBA 311: ENTREPRENEURSHIP DEVELOPMENT

L	T	P	C
3	1	0	4

RATIONALE

The objective of this course is to ignite the entrepreneurial spirit or inculcate culture of entrepreneurship.

Unit No.	Contents	Contact Hrs.
1.	The Entrepreneur definition, role kinds, concept of entrepreneurship, theories of entrepreneurship, characteristics of entrepreneur-leadership, risk-taking, decision making and business planning	8
2.	Promotion of a venture, opportunities analysis, external environment analysis, economic, social and technological, competitive factors, and legal requirements for establishment of a new unit, rising of funds, venture capital sources and documentation required.	8
3.	Entrepreneurial Behaviour: Innovation & entrepreneur, entrepreneurial behaviour, social responsibility, plant layout, scheduling and sequence analysis	8
4.	Entrepreneurial development programs, their role, relevance and achievements, role of Government in organising EDP's	8
5.	Role of entrepreneur: Role of entrepreneur in economic growth as an innovator, generation of employment opportunities, complementing and supplementing, economic growth, bringing about social stability and balanced regional development of industries, role of export promotion and import substitution, forex earnings and augmenting & meeting local demands.	8

BBA 312: MARKETING RESEARCH ANALYSIS (SWAYAM)

L	T	P	C
3	1	0	4

RATIONALE

This course aims after acquainting the students the need for adequate knowledge of marketing research dynamics. Marketing research is the first step to start business, so the knowledge of Marketing Research Analysis is important for the students.

Unit No.	Contents	Contact Hrs.
1.	Marketing Research Dynamics: Introduction, meaning of research, research characteristics, various types of research, Nature & scope of marketing research, planning the research process, formulation of research problem, research design, data collection, analysis & planning the research process.	10
2.	Data Collection Sources & Methods : introduction, meaning & nature of secondary data, types of secondary data, data sources, primary data & its types,	10
3.	Designing a Questionnaire: Introduction, questionnaire design, questionnaire building, process of questionnaire, design, information required, interview method, questionnaire format & its composition,	10
4.	Sampling theory & Hypothesis testing : Design, size & techniques, process of sampling design, determining sample size, data analysis, data interpretation, report writing.	10

BCOM 313: ECONOMIC DEVELOPMENT & PLANNING

L	T	P	C
3	1	0	4

RATIONALE

The main objective of this course is to familiarize the students with the Economic policies and Industrial policy & planning. This is very interesting and integral part of business study.

Unit No.	Contents	Contact Hrs.
1.	Objectives and strategy of economic planning in India: Objectives and economic Planning in India, Mixed economy and economic planning, Development Strategy in India, Liberalisation, Privatisation and Globalisation.	8
2.	Industrial policy and Indian planning: Industrial Policy of 1980, Industrial Licensing Policy, Industrial Policy 1991	8
3.	Economic reforms and LPG: Performance analysis of public sector, Comparison of the public and private sector, meaning and scope of Privatization Items at Privatization in India, Economic reforms in India. LPG and its impact on Indian Economy, Fair Globalisation and the need for policy framework	8
4.	Planning experience in India: Five year plans, pattern of financing the five year plans in India, Relative merits and demerits of different sources of plan financing, Review of Sixty (60) years of planning of India.	8
5.	Eleventh five year plan and inclusive growth: Economic Scenario on the eve of the eleventh plan, objectives of the eleventh plan, Macroeconomic dimensions of the eleventh plan, Financing the eleventh plan, Sectorial allocation of resources, Employment perspective in the eleventh plan, Poverty reduction, Regional Disparities in Growth rate.	8

BCOM 314: E-COMMERCE: FUNDAMENTALS & APPLICATIONS

L	T	P	C
3	1	0	4

RATIONALE

This course is meant to acquaint the students with modern techniques of marketing, mainly the marketing done on digital platforms. And to familiarize the students with the modern marketing techniques used on the internet.

Unit No.	Contents	Contact Hrs.
1	Introduction – What is e-commerce? Advantages, Types and Classification of ecommerce, Building the Web site, Internet, Online transaction, Shopping Card, Software, Risk of e-commerce, email IDs, VeriSign Commerce site.	10
2	Commercial Scenarios for the Web - Opportunities and Challenges -Introduction, The World Wide Web as efficient channel, Commercial Medium, Model of Web-based	10

	Business, Consumer benefit, financial benefit, Marketing Communication, Operational Benefit.	
3	Internet Governance -Introduction, Organisation Governance Responsibilities, Internet Engineering Steering Group (IESG) Internet Society (ISOC), Internet Corporation to Assigned Names and Numbers, Internet Research Task (IRTE).	10
4	Growth of E-Commerce - Present and potential Data and Measurement issue for Commerce. The infrastructure for E-Commerce, Recent and near terms, Growth Rate Telephony, Fax, Video Conferencing and Internet. Entertainment Education Health Services, Professional Services, Publishing, Financial Services	10

MC 311: GST

L	T	P	C
2	1	0	3

RATIONALE
Goods and Services Tax has been proposed to subsume all indirect taxes at central and state level, with two uniform rates, viz central GST and State GST. It would be a VAT based system, based on input tax credit mechanism for reducing the cascading effect. So it is important to aware the students about GST.

Unit No.	Contents	Contact Hrs.
1	Brief Introduction of GST, Historical back ground of GST Constitutional Amendment ,Objective of GST, Rates of GST Model Law of GST	10
2	GST vs. the Current Indirect Tax Structure Why GST a big deal, Time, Value ,place of supply, Registering under GST, GST Returns-How and When to file return, Mixed Supply and Composite Supply, Composition Levy , What is aggregate Turnover, Input tax credit in detail, Reverse charge, GST compliance rating, Impact of GST on Manufacturers and FMCG industry, SGST,CGST,UGST	10
3	Exemption/composition scheme under GST, Calculation of net cost of imported goods, calculation of sale value after import ,IGST Apelles tribunal of GST,	10
4	Threshold limit of GST, Impact of GST on north-eastern states ,GST and its dual effect, Impact of GST on E-commerce, Dispute handling mechanism Impact of GST on banking sector ,Impact of GST on SME	10

6th semester

BCOM 321: INDUSTRY – BASED PROJECT WORK

Unit No.	Contents	Contact Hrs.
1.	Industry based project work	4

Syllabus of
Bachelor of Business Administration (BBA)

[Proposed for Academic Session 2018-2019]



MONAD UNIVERSITY

[Established by UP State Govt. Act 23 of 2010 & U/S 2 (f) of UGC Act 1956]

N.H.24, DELHI-HAPUR HIGHWAY, HAPUR, UTTAR PRADESH

Website: www.monad.edu.in

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

Three Year Degree Programme

The B.B.A. programme aims at providing various elements of system of education related to business administration and addresses issues relevant to the various format of organisation i.e. Corporate, Government and non - profit organisation performing internal business process to achieve various objectives of their stake by providing solutions to challenges arising there from. Apart from developing knowledge and skills in different areas of management, this course also provides relevant inputs as per the organisation's business/economic environments.

This programme places high emphasis to the overall development of the personality of the students as managers. The structure of the programme is designed so that students study the core courses from the different functional areas of management subject that are made mandatory and various elective courses that are offered in functional domain areas of management.

This programme, from the very beginning focuses on providing relevant inputs through case discussion/ analysis, simulation, game, etc. keeping in mind the current employment scenario in our country and abroad.

To qualify the programme, a student is required to secure a minimum of 50% marks in aggregate including the semester examination and assignments. Each paper will have 70% weightage for semester end examination and 30% for continuous evaluation (assignment). A student has to secure a minimum of 40% marks in each component (semester end examination as well as continuous evolution).

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE STRUCTURE

Year	Semester	Course Code	Subject	Periods			Credits
				L	T	P	C
1	1	BBA 111	Principles of Business Management/ Principles of HRM (SWAYAM)	3	1	0	4
		BBA 112	Business Environment	3	1	0	4
		BBA 113	Principle of Economics	3	1	0	4
		DIP 111	Professional Communication	3	1	0	4
		BCA 113	Basics of Computer Applications	2	1	2	4
		MC111	Induction Training	0	0	0	0
			Total Credits	14	5	2	20
	2	BBA 121	Business Organisation/ Management for Managers (SWAYAM)	3	1	0	4
		MTP 121-1	Business Mathematics	3	1	0	4
		BBA 123	Business Accounting	3	1	0	4
		LLB 124	Business Laws	3	1	0	4
		MC121	Environmental Science	2	1	0	3
			Total Credits	14	5	0	19
2	1	BBA 211	Principles of Marketing	3	1	0	4

			Management				
		BBA 212	Organisational Behaviour	3	1	0	4
		BBA 213	Management of Financial Services	3	1	0	4
		BBA 214	Indian Economy	3	1	0	4
		MC 211	Disaster Management	2	1	0	3
			Total Credits	14	5	0	19
	2	BBA 221	Financial Management	3	1	0	4
		BBA 222	Production and Operational Management	3	1	0	4
		BBA 223	Accounting for Managers/ Management Accounting for Decision Making (SWAYAM)	3	1	0	4
		BBA 224	Human Resource Management	3	1	0	4
		BBA 225	Business Value and Ethics	3	1	0	4
		MC 221	Introduction to Positive Psychology	2	1	0	3
			Total Credits	17	6	0	23
3	1	BBA 311	Entrepreneurship Development	3	1	0	4
		BBA 312	Marketing Research & Analysis (SWAYAM)	3	1	0	4
		BBA 313	International Trade	3	1	0	4
		MC 311	GST	2	1	0	3
			Total Credits	11	4	0	15
	2	BBA 321	Industry-Based Project work	0	4	40	24

SUMMARY

	Number	Credit
Teaching courses Core	25	96
Teaching courses Qualifying	1	0
Industry based Project work	1	24

Total	26	120
-------	----	-----

1st Semester

BBA 111: PRINCIPLES OF BUSINESS MANAGEMENT (SWAYAM)

L	T	P	C
3	1	0	4

RATIONALE

Principle of business management will provide basic knowledge of management, which is needed to students of management to understand the functions and objectives of management. After studying the course students begin to think to solve business problems in professional manner.

Unit No.	Contents	Contact Hrs.
2.	Introduction: Concepts, Objectives, Nature, Scope & Significance of management, Evolution of Management thought- contribution of Taylor	10
2.	Planning: Concept, Objectives, Nature, Limitation, Process of planning, importance, Process of decision making.	10
3.	Organising: Concept, Objectives, Nature of organising, types of organisation, delegation of authority, Authority & responsibilities.	10
4.	Directing: Concept, Principles & Techniques of directing & coordination concept of leadership-meaning. Importance, motivation communication.	10

	Controlling: Concept, principles, process & techniques of controlling, relationship between planning & controlling.	
--	--	--

BBA 112: BUSINESS ENVIRONMENT

L	T	P	C
3	1	0	4

RATIONALE
Business Environment is vital for understanding the basic of external and internal environment, so that one can take business decisions in comfortable way. To design business policies and rationale behind this course to aware the students about environment and its impact on life and business.

Unit No.	Contents	Contact Hrs.
2.	Concept, significance and nature of environment of Business. Elements of environment- internal & external, Interaction between internal and external environment. Techniques of environment, scanning and monitoring.	10
2.	Significance and elements of economic environment, economic systems: Capitalism, socialism, communism, mixed economy-public and private sector, economic planning in India, new economic policy.	10
3.	Critical elements of political environment, Government and business. Government policies-Industrial policy, fiscal and monetary policy, Exim policy changing dimensions of legal environment in India: MRTP ACT, FEMA, Consumer protection Act.	10
4.	Multinational corporations, transnational corporations, Foreign collaborations and Indian Business, Merger and acquisitions, Global competitiveness. International Economic institutions: WTO, World Bank, IMF and their importance to India.	10

**BBA
112:
PRI
NCI
PLE
OF
EC
ON
OM
ICS**

L	T	P	C
3	1	0	4

RATIONALE

This course is meant to acquaint the students with the principles of economics as are applicable in the businesses.

Unit No.	Contents	Contact Hrs.
1.	Meaning, definition, types, scope, Importance and nature of Economics, relevance of Economics in Business Management.	10
2.	Demand Analysis: Meaning of Demand, Demand Schedule, Demand Curve and Law of Demand, Determinants of Demand, Exceptions of the Law of Demand. Supply Analysis: Meaning, Factors, Supply Curve, Supply schedule. Elasticity of Demand & Supply: Types and Management	10
3.	Theory of Production: Production Concept, Production function, Single variable Law of Proportion, Two variable Law of Return to scale, National Income: Circular Flow, National Income-Methods of Measurement.	10
4.	Market Structure and Price Determination Nature of market, Types of Markets and their characteristics, Pricing under Different market structures: Perfect Monopoly, Oligopoly and Monopolistic Competition, Price Discrimination under Monopoly Competition.	10

L	T	P	C
3	1	0	4

**DIP
111:
PR
OFE
SSI
ON
AL
CO
MM
UNI
CA
TION**

RATIONALE

This course is important to develop communication skill as well as simple grammar concept, rationale of studying this subject is to make student ideal communicator.

Unit No.	Contents	Contact Hrs.
2.	Meaning and objective of business communication, communication model and process, principles of effective communication.	10
2.	Business Communication: formal & informal communication, networks, grapevine, barriers in communication, group discussion, seminars, individual & group presentations.	10
3.	Oral & non-verbal communication: Principles of oral presentation factors effecting presentation, effective	10

	presentation skills. Body language, effective listening, interviewing skills, writing resume & letter or application.	
4.	Modern forms of communication, International communication, writing and presenting in international situations. Essential of effective business letters, writing important business letters including correspondence with bank and insurance companies.	10

BC
A

113: BASICS OF COMPUTER APPLICATIONS

L	T	P	C
2	1	2	4

RATIONALE
This Course will enable the students to have awareness about basics of computer applications in several areas.

Unit No.	Contents	Contact Hrs.
2.	Introduction to Computers Introduction, Characteristics of Computers, Block diagram of computer. Types of computers and features, Mini Computers, Micro Computers, Mainframe Computers, Super Computers, Types of Programming Languages (Machine Languages, Assembly Languages, High Level Languages). Data Organization, Drives, Files, Directories. Types of Memory (Primary And Secondary) RAM, ROM, PROM, EPROM. Secondary Storage Devices (FD, CD, HD, Pen drive) I/O Devices (Scanners, Plotters, LCD, Plasma Display)	9
2.	Number Systems Introduction to Binary, Octal, Hexadecimal system, Conversion, Simple Addition, Subtraction, Multiplication Algorithm and Flowcharts Algorithm: Definition, Characteristics, Advantages and disadvantages, Examples Flowchart: Definition, Define symbols of flowchart, Advantages and disadvantages, Examples	8
3.	Documentation Using MS-Word - Introduction to Office Automation, Creating & Editing Document, Formatting Document, Auto-text, Autocorrect, Spelling and Grammar Tool, Document Dictionary, Page Formatting, Bookmark, Advance Features of MS-Word-Mail Merge, Macros, Tables, File Management, Printing, Styles, linking and embedding	7

	object, Template	
4.	Electronic Spread Sheet using MS-Excel - Introduction to MS-Excel, Creating & Editing Worksheet, Formatting and Essential Operations, Formulas and Functions, Charts, Advance features of MS-Excel-Pivot table & Pivot Chart, Linking and Consolidation, Database Management using Excel-Sorting, Filtering, Table, Validation, Goal Seek, Scenario.	8
5	Presentation using MS-PowerPoint: Presentations, Creating, Manipulating & Enhancing Slides, Organizational Charts, Excel Charts, Word Art, Layering art Objects, Animations and Sounds, Inserting Animated Pictures or Accessing through Object, Inserting Recorded Sound Effect or In-Built Sound Effect.	8

PRACTICALS		
1	<p>Create a telephone directory.</p> <ul style="list-style-type: none"> • The heading should be 16-point Arial Font in bold • The rest of the document should use 10-point font size • Other headings should use 10-point Courier New Font. • The footer should show the page number as well as the date last updated. <p>Create the following one page documents.</p> <ul style="list-style-type: none"> • Compose a note inviting friends to a get-together at your house, including a list of things to bring with them. • Design a certificate in landscape orientation with a border around the document. <p>Create the following document: A newsletter with a headline and 2 columns in portrait orientation, including at least one image surrounded by text.</p> <p>Convert following text to a table, using comma as delimiter</p> <p>Type the following as shown (do not bold).</p> <p>Color, Style, Item Blue, A980, Van Red, X023, Car Green, YL724, Truck Name, Age, Sex Bob, 23, M Linda, 46, F Tom, 29, M</p>	
2	<p>Design a time-table form for your college.</p> <ul style="list-style-type: none"> • The first line should mention the name of the college in 16-point Arial Font and should • Be bold. • The second line should give the course name/teacher's name and the department in 14-point Arial. • Leave a gap of 12-points. • The rest of the document should use 10-point Times New 	

	<p>Roman font.</p> <ul style="list-style-type: none"> The footer should contain your specifications as the designer and date of creation.
3	<p>Convert following text to a table, using comma as delimiter Type the following as shown (do not bold). Color, Style, Item Blue, A980, Van Red, X023, Car Green, YL724, Truck Name, Age, Sex Bob, 23, M Linda, 46, F Tom, 29, M</p>

2nd Semester

BBA 121: BUSINESS ORGANISATION (SWAYAM)

L	T	P	C
3	1	0	4

RATIONALE
No organization can survive without knowing business organization, so rationale of studying the course is to make student familiar with organization culture.

Unit No.	Contents	Contact Hrs.
2.	Meaning and definition of business essentials & scope of business, meaning definition, characteristics & objectives of business organisation, evolution of business organisation, modern business, business & profession.	10
2.	Business unit, establishing a new business unit. Meaning of promotion. Features for business, plant location, plant layout.	10
3.	Forms of business organisation. Sole proprietorship, partnership, joint stock companies & co-operatives.	10
4.	Business combination meaning causes, objectives, types, mergers, takeovers and acquisitions. Business finance: financial need of business methods & sources of finance.	10

M

**TH
121-
1:
BUS
INE
SS
MA
TH
EM
ATI**

CS

L	T	P	C
3	1	0	4

RATIONALE

This course provides basic knowledge about mathematics, which is required for students for the calculations of business problems & decision making.

Unit No.	Contents	Contact Hrs.
2.	Matrix: Introduction, square matrix, Row matrix, Column matrix, Diagonal matrix, Identity Matrix, Addition, Subtraction & Multiplication of Matrix, Use of Matrix in Business Mathematical Induction.	10
2.	Inverse of Matrix: Rank of Matrix, Solution to a system of equation by the adjoint matrix methods & Gaussian Elimination Method.	10
3.	Percentage, Ratio and Proportion, Average, Mathematical Series-Arithmetic, Geometric & Harmonic, Simple Interest & Compound Interest.	10
4.	Set theory: Notation of Sets, Singleton Set, Finite Set, Infinite Set, Equal Set Null Set, Subset, Proper Subset, Universal Set, Union of Sets, Inter-section of Sets, Use of set theory in business, Permutation & Combination.	10

**LLB
124:
BUS
INE
SS
LA
WS**

L	T	P	C
3	1	0	4

RATIONALE

Nobody can start business without business laws, this course gives superficial knowledge about business law, after studying this course students begin to think legally.

Unit No.	Contents	Contact Hrs.
2.	The Indian Contract Act, 1872: General Principle of Law of Contract a) Contract – meaning, characteristics and kinds b) Essentials of a valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects. c) Void agreements d) Breach of contract	10
2.	The Indian Contract Act, 1872: Specific Contract a) Contract of Indemnity and Guarantee b) Contract of Bailment	10
3.	The Sale of Goods Act, 1930 a) Contract of sale, meaning and difference between sale and agreement to sell. b) Conditions and warranties c) Transfer of ownership in goods including sale by a non-owner d) Performance of contract of sale e) Unpaid seller – meaning, rights of an unpaid seller against the	10

	goods and the buyer.	
4.	Negotiable Instruments Act 1881: Definition, Features. Types, Recognition and Endorsement of Negotiable Instruments, Holder & Holder in due course, payment in due course, Parties to Notes, Bills & Cheques, Negotiation.	10

**BBA
123:
BUS
INE**

SS ACCOUNTING

L	T	P	C
3	1	0	4

RATIONALE
Course contents are designed in such a manner, so that it make students familiar with concepts of accounting and provide them an analytical approach in a better way.

Unit No.	Contents	Contact Hrs.
2.	Accounting for consignment: Meaning & features of consignment, difference between consignment & sale, types of commission, Performa Invoice, Invoice price & loading, account sales, valuation of unsold stock, journal entries and problems	10
2.	Hire Purchase System: Meaning and features, legal provisions, journal entries in the book of purchases and vendor, preparation of various accounts in the ledger of hire purchases and seller.	10
3.	Accounts of Co-operative societies: Meaning and types of co-operative societies, legal provisions, consumer's society and credit society, day to day accounts, statements of receipts and payments, profit and loss account.	10
4.	Insurance Claims: Meaning and types, calculation of claims under loss of stock policy and loss of profit policy only, Application of Average Clause	10
5.	Farm Accounting: Books of Accounts necessary for accounting, journal entries, ledger accounts, preparation of farm accounts to ascertain profits, preparation of balance sheet.	

**MC
121:
EN
VIR
OM
ENT
AL
SCI
EN
CE**

L	T	P	C
2	1	0	3

RATIONALE

This course is design to aware students about environmental science, which is the need of the hour.

Unit No.	Contents	Contact Hrs.
2.	Definition, scope and importance, Need for public awareness	
2.	<p>Natural resources and associated problems-</p> <p>Forest resources: Use and over-exploitation, deforestation, case studies, Timber extraction, mining, dams and their effects on forests and tribal people.</p> <p>Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dam's benefits and problems.</p> <p>Mineral Resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.</p> <p>Food Resources: World food problems, changes caused by agriculture and over grazing, effects of modern agriculture, fertilizers- pesticides problems, water logging, salinity, case studies.</p> <p>Energy Resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources, case studies</p> <p>Land Resources: Land as a resource, land degradation, man induces land slides, soil erosion, and desertification.</p> <p>b) Role of individual in conservation of natural resources.</p> <p>c) Equitable use of resources for sustainable life styles.</p>	6
3.	<p>Eco Systems-Concept of an eco system, Structure and function of an eco system. Producers, consumers, decomposers. Energy flow in the eco systems. Ecological succession. Food chains, food webs and ecological pyramids. Introduction, types, characteristic features, structure and function of the following eco systems:</p> <p>Forest ecosystem</p> <p>Grass land ecosystem</p> <p>Desert ecosystem.</p> <p>Aquatic eco systems (ponds, streams, lakes, rivers, oceans, estuaries)</p>	6
4.	<p>Biodiversity and it's Conservation</p> <p>Introduction-Definition: genetics, species and ecosystem diversity.</p> <p>Biogeographically classification of India.</p> <p>Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values</p>	6

	<p>Biodiversity at global, national and local level. India as a mega diversity nation. Hot-spots of biodiversity. Threats to biodiversity: habitats loss, poaching of wild life, man wildlife conflicts. Endangered and endemic spaces of India. Conservation of biodiversity: in-situ and ex-situ conservation of biodiversity.</p>	
5	<p>Environmental Pollution Definition Causes, effects and control measures of: a. Air pollution b. Water pollution c. Soil pollution d. Marine pollution e. Noise pollution f. Thermal pollution g. Nuclear hazards Solid waste Management: Causes, effects and control measures of urban and industrial wastes Role of an individual in prevention of pollution Pollution case studies Disaster management: Floods, earth quake, cyclone and land slides</p>	6

3rd
Sem
ester

**BBA
211:
PRINCIPLES
OF
MARKETING**

MANAGEMENT

L	T	P	C
3	1	0	4

RATIONALE
The objective of this course is to help students to understand the concept of marketing and its applications.

Unit No.	Contents	Contact Hrs.
1.	Introduction: definition, importance and scope of marketing, core marketing concepts, elements of marketing-needs, wants, demands, customers, consumer, markets & marketers, marketing V/s selling.	10
2.	Market segmentation: segmenting the market, benefits/purpose & limitations of market segmentations, marketing segmentation procedure.	10
3.	Marketing-mix decisions: product decision, new product development concept & necessity for development, failure of	10

	new products, new product planning & development process, product mix, branding & packaging decisions.	
4.	Product life cycle: Stage & strategies for different stages of PLC. Pricing decisions: Pricing objectives, policies methods of setting price, pricing strategies, promotions & distribution decisions.	10

**BBA
212:**

ORGANISATIONAL BEHAVIOUR

L	T	P	C
3	1	0	4

RATIONALE
Course contents give knowledge of various theories and concepts of Organisational Behaviour. So that students can understand organization in much better way.

Unit No.	Contents	Contact Hrs.
2.	Introduction: Concept, nature, scope & importance of organisation behaviour. Its interdisciplinary nature. Individual & group behaviour. Emerging challenges in OB.	10
2.	Inter-personal behaviour: importance of inter-personal relationships in organization. Role of communication. Transactional analysis & its applications in organizations. Group Dynamics: Concept of groups & teams. Types of groups. Stages of group development. Group norms & roles. Organisational leadership. Leadership theories, skills & styles. Leadership training.	10
3.	Motivation: Importance of motivation. Theories of motivation-Maslow's, Hertzberg's, McClelland's. Expectancy theory. Merits & demerits. Learning: principles of learning. Factors in human learning. Behaviour modification. Theories of learning.	10
4.	Perception: Definition & importance of perception. Perceptual process. Attitude: Concept of attitude. Attitude & behaviour. Attitude formation, factors determining attitude formation. Attitude measurement.	10

**BBA
213:
MA
NA
GE
ME
NT
OF
FIN
ANC
IAL
SER
VIC**

ES

L	T	P	C
3	1	0	4

RATIONALE

This course provides basic knowledge of financial services, which are needed.

Unit No.	Contents	Contact Hrs.
1.	Financial Services: Meaning, nature & types. Factoring: Meaning, characteristics & types of factoring arrangements, factoring in India. Hire Purchase finance & consumer, credit: conceptual frame work; legal aspects; taxation; accounting & reporting; financial evaluation of hire purchase finance, features of consumer credit.	10
2.	Housing finance: introduction, NHB's housing finance companies directions, prudential norms, & housing finance schemes. Credit rating: Meaning & types; benefits of credit rating to investors & companies. Credit rating agencies; objectives & functions. Credit cards: Concepts & significance, types of credit card, credit card business in India.	10
3.	Book Building: concepts of mechanism of books building; significance & benefits of book building. Securitization: concepts, mode, mechanism & beneficiaries of securitization; securitization in India.	10
4.	Depository system: concept, depository participants, function of depository system; benefits of depository, depository system in India. Venture Capital: Meaning, eligibility, modes of financing. Role and functions of merchant bankers.	10

L	T	P	C
3	1	0	4

**BBA
214:
IND
IAN
ECO
NO
MY**

RATIONALE

This course aims after acquainting the students the need for adequate knowledge about the Indian Economic System and provide the elementary knowledge about Indian Economy..

Unit No.	Contents	Contact Hrs.
2.	Meaning of Economy, Economic growth & development, Characteristics of Indian Economy, Concepts of Human	10

	Development, Factors Affecting economic development.	
2.	An overview of Economic Resources of India, Human resources of India: Concept of population Explosion, Interrelation of Population and economic development, population policy of India, Problem of unemployment in India.	10
3.	Economic planning in India, Planning commission, Critical evaluation of current Five Year Plan.	10
4.	Problems and prospects of Indian agriculture, agriculture development during plan period. Position, problems and prospects of large scale Industries (Iron, Steel, Cotton, textile)	10

**MC
211:
DIS
AST
ER**

MANAGEMENT

L	T	P	C
2	1	0	3

RATIONALE

The objective of this course is to provide basic conceptual understanding of disasters, disaster prevention and risk reduction, to build skills to respond to disaster.

Unit No.	Contents	Contact Hrs.
2.	Concepts of Hazard, Vulnerability, Risks, Natural Disasters Bomb threat, Earthquake, Explosion	5
2.	principles of psychosocial issues and recovery during emergency situations Hazardous material spill/release Natural and man-made Disaster	5
3.	Roles and Responsibilities, Public Awareness and Warnings, Conducting a participatory capacity and vulnerability analysis Campus Shooting, Terrorist incidence Death in family	10
4.	To identify existing and potential public health problems before, during and after disasters Financial emergency such as (a) A sudden health emergency (b) Unexpected loss of Income (c) Rent in arrears and risk of eviction	10

**4TH
SEM
BBA
221:
FIN
ANC
IAL
MA
NA
GE
ME
NT**

L	T	P	C
----------	----------	----------	----------

3	1	0	4
---	---	---	---

RATIONALE
The objective of this course is to familiarize students with the concepts of financial management and make them aware about expenditure and capital decisions.

Unit No.	Contents	Contact Hrs.
2.	Introduction: Meaning, scope & objectives of financial management-profit Vs wealth maximization functions of finance manager in Modern age, financial decision areas, time value of money, risk and return Analysis.	10
2.	Capital Expenditure Decisions: Appraisal of project; concept, process & techniques of capital budgeting and its applications.	10
3.	Working Capital Decisions: Concepts, components, factors affecting working capital requirement, working capital Management: Management of cash, inventory & receivables; introduction to working capital financing.	10
4.	Capital Structure: Determinants of capital structure, capital theories. Cost of capital: cost of equity, preference shares, debentures and retained earnings, weighted average cost of capital and implications.	10

BBA 222: PRODUCTION & OPERATIONAL MANAGEMENT

L	T	P	C
3	1	0	4

RATIONALE
Production and Operation Management is most demanding course and rationale behind teaching this course is to make students aware about Production, Operation, Planning and Control.

Unit No.	Contents	Contact Hrs.
1.	Production Management: Definition, nature and scope, functions of production management, production systems, and responsibilities of production managers.	10

2.	Types of manufacturing systems: intermittence and continuous system, production design and development.	10
3.	Plant location-definitions, types of plant locations, plant layout-definition, types of plant.	10
4.	Material management & inventory control, work in process (WIP) inventories, economic order quantity (EOQ), lead time, recording level, ABC analysis, stock-keeping	10

BBA 223: ACCOUNTING FOR MANAGERS/ MGT. ACC DECISION MAKING
(SWAYAM)

L	T	P	C
3	1	0	4

RATIONALE
This course aims after acquainting the students the need for adequate knowledge of basic accounting which will help the students in identifying and solving the accounting problems.

Unit No.	Contents	Contact Hrs.
2.	Accounting-Meaning & Concepts: Difference between accounting & books keeping, Importance & limitations of accounting, users of accounting information, accounting principles, conventions & concepts.	10
2.	Subsidiary books: Recording of transactions ion subsidiary books of accounts, preparation of journal, ledger and trial balance.	10
3.	Preparation of Final accounts: Preparation of final accounts with adjustments (including manufacturing account), depreciation accounting.	10
4.	Valuation of stocks: Accounting for negotiable instruments, reserve and provision. Accounting errors and rectifications: Preparations of bank reconciliation statement.	10

BBA
224:
HU
MA
N
RES
OU
RC
E
MA
NA
GE

MENT

L	T	P	C
3	1	0	4

RATIONALE

To familiarize the students with Human Resource Management, Concepts and Functions. To sensitize students, who are preparing to enter the work force to issues related to work force management.

Unit No.	Contents	Contact Hrs.
1.	Introduction: Concept, function, scope of HRM, functions & responsibilities of HR manager, difference between Personnel Management & Human Resource Management.	10
2.	Job description, job specification, recruitment, selection, meaning & process job evaluation, Grievance management, Trade union.	10
3.	Training & development: Concept importance and types of training, training programmes, management developments programmes.	10
4.	Performance Appraisal: Purpose of appraisal, appraisal criteria, methods of appraisal, 360 degree appraisal system.	10

B
BA
225:
BUS
INE
SS
VA

LUES AND ETHICS

L	T	P	C
3	1	0	4

RATIONALE

After studying this course student will come to know about essence of Business values and its knowledge. Therefore, this is essential for any student to know business culture and its ethics.

UNIT	Contents	Hours
1	Business Ethics: Nature, Scope and purpose of Ethics, Relevance of Values, Importance of Ethics & Moral Standards, Ethics Moral Decision Making	10
2	Corporate Social responsibility: nature, scope & importance. Corporate Governance: Concept, Importance for Industry.	10
3	Ethical issues related with Advertisements, Finance, Investment, Technology, Secular versus Spiritual Values in Management, work ethics: Concept of Swadhrama.	10
4	Indian Ethos: Need, Purpose & Relevance of Indian Ethos, salient features (Brain stilling, Total Quality Mind, Intuition, Intellectual rational brain v/s holistic-Spiritual brain, Holistic Approach for managers in decision making)	10

MC 221: INTRODUCTION TO POSITIVE PSYCHOLOGY

L	T	P	C
2	1	0	3

RATIONALE
The overall aim of this course is to provide broad understanding about the importance of positive psychology in every aspect of life.

UNIT	Contents	Hours
1	Unit:-1 Meaning and definition: positive psychology, Practical strategies to increase your psychological wellbeing, Memory building.	5
2	Unit:- 2 Positive Education: Positive emotions, Positive engagement, Positive accomplishment ,Positive purpose, Positive relationship, Positive health:- . Psychosocial Adjustment to Illness Scale (PAIS) Sickness Impact Profile (SIP) Functional Status Questionnaire (FSQ) Social and Occupational Functioning Assessment Scale (SOFAS)	8
3	Paradox in positive psychology: Vedanta & positive psychology, Recent researches on positive psychology. Positive Assessment	5
4	Positive Psychotherapy: i. What is good in my life? ii. What am I grateful for? iii. What went well?	5
5	Positive Organisations: A Positive organizational culture emphasizes: i. Building on employee strengths. ii. Rewards are more than punishment. iii. Emphasizing individual vitality growth.	7

5th Semester

BBA 311: ENTREPRENEURSHIP DEVELOPMENT

L	T	P	C
3	1	0	4

RATIONALE

To familiarize the students with Human Resource Management, Concepts and Functions. To sensitize students, who are preparing to enter the work force to issues related to work force management.

Unit No.	Contents	Contact Hrs.
2.	The Entrepreneur definition, role kinds, concept of entrepreneurship, theories of entrepreneurship, Characteristics of entrepreneur-leadership, risk-taking, decision making and business planning	8
2.	Promotion of a venture, opportunities analysis, external environment analysis, economic, social and technological, competitive factors, and legal requirements for establishment of a new unit, rising of funds, venture capital sources and documentation required.	8
3.	Entrepreneurial Behaviour: Innovation & entrepreneur, entrepreneurial behaviour , social responsibility, plant layout, scheduling and sequence analysis	8
4.	Entrepreneurial development programs, their role, relevance and achievements, role of Government in organising EDP's	8
5.	Role of entrepreneur: Role of entrepreneur in economic growth as an innovator, generation of employment opportunities, complementing and supplementing, economic growth, bringing about social stability and balanced regional development of industries, role of export promotion and import substitution, forex earnings and augmenting & meeting local demands.	8

B

**BA
312:
MA
RK
ETI
NG
RES
EA
RC
H
AN
AL
YSI
S
(SW
AY
AM)**

L	T	P	C
3	1	0	4

RATIONALE

This course aims after acquainting the students the need for adequate knowledge of marketing research dynamics. Marketing research is the first step to start business, so the knowledge of Marketing Research Analysis is important for the students.

Unit No.	Contents	Contact Hrs.
----------	----------	--------------

2.	Marketing Research Dynamics: Introduction, meaning of research, research characteristics, various types of research, Nature & scope of marketing research, planning the research process, formulation of research problem, research design, data collection, analysis & planning the research process.	10
2.	Data Collection Sources & Methods : introduction, meaning & nature of secondary data, types of secondary data, data sources, primary data & its types,	10
3.	Designing a Questionnaire: Introduction, questionnaire design, questionnaire building, process of questionnaire, design, information required, interview method, questionnaire format & its composition,	10
4.	Sampling theory & Hypothesis testing : Design, size & techniques, process of sampling design, determining sample size, data analysis, data interpretation, report writing.	10

**BBA
312:
INT
ER
NA
TIO
NA
L
TR
AD**

E

L	T	P	C
3	1	0	4

RATIONALE
International Trade is very vital and complex. So study of this course will make students familiar with International Trade Laws.

Unit No.	Contents	Contact Hrs.
1.	A brief historical introduction of theory & practice of International trade. Globalization- forces, meaning, dimensions and stages in globalisation.	10
2.	International business Environment: Economic, political, legal & cultural environment trade theories: Introduction to theories of International trade by Adam smith, Ricardo and Ohlin & Heckler	10
3.	Balance of payments -concepts & measurements-balance of trade transfers-current and capital accounts-deficits and surplus-equilibrium in the BPO's-National income and BPO's-Disequilibrium and adjustments of BPO's.	10
4.	Instruments of Trade policy: Theory of tariffs, tariff's and income distribution-optimum tariffs, effects of tariffs. Non-tariff barriers-Quotas, Exchange control and other quantitative restrictions, international cartel, dumping, International agreements and services.	10

2	1	0	3
---	---	---	---

RATIONALE

Goods and Services Tax has been proposed to subsume all indirect taxes at central and state level, with two uniform rates, viz central GST and State GST. It would be a VAT based system, based on input tax credit mechanism for reducing the cascading effect. So it is important to aware the students about GST.

Unit	Contents	Hours
1	Brief Introduction of GST, Historical back ground of GST Constitutional Amendment ,Objective of GST, Rates of GST Model Law of GST	10
2	GST vs. the Current Indirect Tax Structure Why GST a big deal, Time, Value ,place of supply, Registering under GST, GST Returns-How and When to file return, Mixed Supply and Composite Supply, Composition Levy , What is aggregate Turnover, Input tax credit in detail, Reverse charge, GST compliance rating, Impact of GST on Manufacturers and FMCG industry, SGST,CGST,UGST	10
3	Exemption/composition scheme under GST, Calculation of net cost of imported goods, calculation of sale value after import ,IGST Appelletribunal of GST,	10
4	Threshold limit of GST, Impact of GST on north-eastern states ,GST and its dual effect, Impact of GST on E-commerce, Dispute handling mechanism Impact of GST on banking sector ,Impact of GST on SME	10

6th semester

BBA 321: INDUSTRY – BASED PROJECT WORK

Unit No.	Contents	.
1.	Industry based project work	

MASTER OF BUSINESS ADMINISTRATION (MBA)

COURSE STRUCTURE

Year	Semester	Course Code	Subject	Periods			Credits	
				L	T	P	C	
1	1	MBA-111	Indian Ethos and Business Ethics	3	1	0	4	
		MBA-112	Legal and Business Environment (Micro & Macro)	3	1	0	4	
		MBA-113	Financial Reporting, Statements and Analysis	3	1	0	4	
		MBA-114	Marketing Management (SWAYAM)	3	1	0	4	
		MCA-114-4	Computer Fundamentals & its Applications	3	0	2	4	
		MBA-115	Managerial Economics(SWAYAM)	3	1	0	4	
		MBA-116	Business Statistics and Analytics for Decision Making	3	1	0	4	
		Total			21	06	02	28
	2		MBA-121	Business Accounting	3	1	0	4
			MBA-122	Cost and Management Accounting	3	1	0	4
			MBA-123	Corporate Finance(SWAYAM)	3	1	0	4
			MBA-124	Entrepreneurship Development	3	1	0	4
			MBA-125	Quantitative Techniques	3	1	0	4
			MBA-126	Human Resource Management	3	1	0	4
MBA-127			Organisational Behaviour	3	1	0	4	
	Total			21	07	0	28	
	Total			42	13	02	56	
Specialization : Finance								
2		MBA-211-F	Research in Finance	3	1	0	4	
		MBA-212-F	Financial Derivatives	3	1	0	4	
		MBA-213-F	Investment Analysis and Portfolio Management	3	1	0	4	
	1		MBA-214-F	Indian Financial System & Financial Markets	3	1	0	4
			MBA-215-F	Managing Banks & Financial Institutions	3	1	0	4
			MBA-216-F	Behavioural Finance	3	1	0	4
			MBA-217	Internship	0	0	8	4
	2		MB-221	Industry Based Project on Finance	0	0	40	20
Total				18	06	48	48	
Specialization: Marketing								
2	1	MBA-211-M	Marketing Research(SWAYAM)	3	1	0	4	
		MBA-212-	Sales and Distribution Management	3	1	0	4	

		M					
		MBA-213-M	Service Marketing	3	1	0	4
		MBA-214-M	Retail Management	3	1	0	4
		MBA-215-M	International Marketing	3	1	0	4
		MBA-216-M	Digital Marketing	3	1	0	4
		MBA-217	Internship/Live Project	0	0	8	4
	2	MBA-221	Industry Based Project on Marketing	0	0	40	20
		Total		18	06	48	48
Specialization: Human Resource Management							
		MBA-211 – H	Research in Human Resource Management	3	1	0	4
		MBA-212-H	Strategic HRM	3	1	0	4
		MBA-213-H	Employee Relations	3	1	0	4
	1	MBA-214-H	Compensation and Benefits Management	3	1	0	4
		MBA-215-H	Team Dynamics at Work	3	1	0	4
		MBA-216-H	Cross Cultural Management	3	1	0	4
	2	MBA-217	Internship/Live Project	0	0	8	4
		MBA-221	Industry Based Project On HRM	0	0	40	20
		Total		18	06	48	48
Specialization: International Business							
		MBA-211-IB	Research in International Business	3	1	0	4
		MBA-212-IB	International Marketing Management	3	1	0	4
		MBA-213-IB	International Trade Laws	3	1	0	4
	1	MBA-214-IB	Export-Import Procedures and Documentation	3	1	0	4
		MBA-215-IB	Cross Cultural Management	3	1	0	4
		MBA-216-IB	International Labour Organisation and International Labour Laws	3	1	0	4
		MBA-217-IB	Internship/Live Project	0	0	8	4
	2	MBA-221	Industry Based Project on IB	0	0	40	20

			Total	18	06	48	48
Specialization: Information Technology							
2	1	MBA-211-IT	Research in IT	3	1	0	4
		MBA-212-IT	Strategic Management of IT	3	1	0	4
		MBA-213-IT	Data mining for Business Decisions	3	1	0	4
	2	MBA-214-IT	E-Commerce and Digital Markets	3	1		4
		MBA-215-IT	Managing Software Project	3	1		4
		MBA-216-IT	Introduction to IT consulting	3	1	0	4
		MBA-217	Internship/Live Project	0	0	8	4
		MBA-221	Industry Based Project on IT	0	0	40	20
			Total	18	06	48	48
Specialization: Retail Management							
2	1	MBA-211-RM	Research in Retail Management	3	1	0	4
		MBA-212-RM	E-Retailing	3	1	0	4
		MBA-213-RM	Retail Brand Management	3	1	0	4
	2	MBA-214-RM	Retail Consumer Behaviour	3	1	0	4
		MBA-215-RM	Logistic and Supply Chain Aspects in Retail	3	1	0	4
		MBA-216-RM	Agriculture Retail Marketing	3	1	0	4
		MBA-217	Internship/Live Project	0	0	8	4
		MBA-221	Industry Based Project on Retail Management	0	0	40	20
		Total	18	06	48	48	

MBA-111: INDIAN ETHOS AND BUSINESS ETHICS

L	T	P	C
----------	----------	----------	----------

3	1	0	4
---	---	---	---

RATIONALE
This course aims after acquainting the students the need for adequate knowledge in human values and the role played by holism to assure unity and harmony in human life as a manager or an operative.

Unit No.	Contents	Contact Hrs.
1.	Model of Management in Indian Socio-Political environment, Work ethos, Indian heritage in production and consumption, Indian insight into TQM	10
2.	Problem relating to stress in Corporate Management-Indian perspective, Teaching Ethics, Trans-Cultural human issues in Management education	10
3.	Relevance of values in Management, Need for in Global change- Indian perspective, Values for managers, Holistic approach for managers in decision making ,Secular values, Spiritual values in Management	10
4	Personal growth and lesson from , ancient Indian educational system, Science and Human values	10

MBA-112: LEGAL AND BUSINESS ENVIRONMENT (Micro & Marco)

L	T	P	C
3	1	0	4

RATIONALE
It discusses the different laws in India. The objective of this course is to provide basic knowledge of the provisions of Indian Contract Act, Sales of Goods Act and Consumer Protection Act, along with relevant case law.

Unit No.	Contents	Contact Hrs.
1.	The Indian Contract Act, 1872: General Principle of Law of Contract a) Contract – meaning, characteristics and kinds 13 Lectures b) Essentials of a	10

	valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects. c) Void agreements d) Breach of contract	
2.	The Indian Contract Act, 1872: Specific Contract 13 Lectures a) Contract of Indemnity and Guarantee b) Contract of Bailment	10
3.	The Sale of Goods Act, 1930 13 Lectures a) Contract of sale, meaning and difference between sale and agreement to sell. b) Conditions and warranties c) Transfer of ownership in goods including sale by a non-owner d) Performance of contract of sale e) Unpaid seller – meaning, rights of an unpaid seller against the goods and the buyer.	10
4	Meaning and definition of consumerism, Consumer protection Act , consumer forum, Need of Consumerism Right of buyers , duties of seller,	10

MBA-113: FINANCIAL REPORTING STATEMENTS AND ANALYSIS

L	T	P	C
3	1	0	4

RATIONALE

To impart basic accounting knowledge as applicable to business.

Unit No.	Contents	Contact Hrs.
1.	Introduction: Meaning of Book Keeping and Accountancy, Types and rules of debit and credit, Accounting Concepts and Conventions. Journal, Ledger and Trial Balance. Revenue expenses and incomes, capital income and expenditure.	10
2.	Rectification of Errors: Meaning, need, procedure, types of errors. Errors before preparing trial balance, after preparing trial balance, after preparing final Accounts and their rectification.	10
3.	Bank Reconciliation Statement: Meaning, importance and need, cause of difference between cash book and pass book, preparation of all types of BRS.	10
4	Final Accounts of Sole Trader: Meaning and importance, Preparation of Manufacturing Account, Trading Account, P&L A/C and Balance Sheet, Adjustments	10

MBA-114: MARKETING MANAGEMENT(SWAYAM)

L	T	P	C
3	1	0	4

RATIONALE

The objective of this course is to help students to understand the concept of marketing and its applications.

Unit No.	Contents	Contact Hrs.
1.	Introduction, meaning, Importance and Scope of Marketing, Different Philosophies of Marketing Management, fundamentals of Marketing - Needs, Wants, Demands, Customer, Consumer, Markets and Marketers; Consumer Markets and Industrial Markets. Marketing Environment, Factors responsible for affecting Marketing Environment, Marketing Information System and Marketing Research, Strategic Marketing Planning	10
2.	Market Segmentation, Segmenting the Market, Uses / Purpose and boundaries of Market Segmentations, Market Segmentation Procedure, Basis for Consumer/Industrial Market Segmentation. Market Targeting – Preface, method, Product Positioning - Preface, Objectives, effectiveness	10
3.	Marketing - Product Decisions ,Mix Decisions, New Product Development-Concept and need for Development, Factors results to failure of New Products, New Product Planning and Development Process, Product-Mix, Branding and Packaging Decisions, Product Life cycle - Stages and Strategies for Different Stages of PLC.	10
4.	Pricing Decisions, Pricing Objectives, Different Pricing Strategies, Channels of Distribution, Factors responsible for affecting Channel Distribution, Management of Channels: recent Trends in Retailing and Wholesaling, Distribution structure of Retailing in India. Promotion: Promotion-mix, Advertising, Sales Promotion, Personal Selling, Publicity and Public Relations. Marketing of Services, Rural Marketing, CRM, Electronic Marketing; B2C, B2B and C2C, Direct Marketing through Internet, International Marketing etc.	10

MCA-114-4: COMPUTER FUNDAMENTALS & ITS APPLICATIONS

L	T	P	C
3	1	0	4

RATIONALE

This Course will enable the students to have awareness about basics of computer applications in several areas.

Unit No.	Contents	Contact Hrs.
1.	Introduction, Characteristics of Computers, Block diagram of computer. Types of computers and features, Mini Computers, Micro Computers, Mainframe Computers, Super Computers, Types of Programming Languages (Machine Languages, Assembly Languages, High Level Languages). Data Organization, Drives, Files, Directories. Types of Memory (Primary And Secondary) RAM, ROM, PROM, EPROM. Secondary Storage Devices (FD, CD, HD, Pen drive) I/O Devices (Scanners, Plotters, LCD, Plasma Display) Introduction to any Operating System [Unix, Linux, Windows	10
2.	Documentation Using MS-Word - Introduction to Office Automation, Creating & Editing Document, Formatting Document, Auto-text, Autocorrect, Spelling and Grammar Tool, Document Dictionary, Page Formatting, Bookmark, Advance Features of MS-Word-Mail Merge, Macros, Tables, File Management, Printing, Styles, linking and embedding object, Template	10
3.	Electronic Spread Sheet using MS-Excel - Introduction to MS-Excel, Creating & Editing Worksheet, Formatting and Essential Operations, Formulas and Functions, Charts, Advance features of MS-Excel-Pivot table & Pivot Chart, Linking and Consolidation, Database Management using Excel-Sorting, Filtering, Table, Validation, Goal Seek, Scenario	10
4	Presentation using MS-PowerPoint: Presentations, Creating, Manipulating & Enhancing Slides, Organizational Charts, Excel Charts, Word Art, Layering art Objects, Animations and Sounds, Inserting Animated Pictures or Accessing through Object, Inserting Recorded Sound Effect or In-Built	10

	Sound Effect	
--	--------------	--

MBA-115: MANAGERIAL ECONOMICS (SWAYAM)

L	T	P	C
3	1	0	4

RATIONALE
This course is meant to acquaint the students with the principles of managerial economics as are applicable in the businesses.

Unit No.	Contents	Contact Hrs.
1.	Introduction: Introduction to Economic Theory, Problem of scarcity, Introduction to Microeconomics and Macroeconomics, Function of microeconomic theory, Basic economic problems, Market forces in solving economic problems, Positive and normative economics, and Circular flow of income & expenditure.	10
2.	.Supply Analysis: Meaning and Concept of Supply, Law of Supply, Factors affecting Supply, Shift in Supply, Elasticity of supply	10
3.	Demand Analysis: Meaning and Concept of Demand, Law of Demand, Shifts in demand, Price Elasticity of Demand & types, Income Elasticity, Cross price Elasticity, Determinants of Elasticity, uses and importance of elasticity. Cardinal approach of utility. Consumer Equilibrium, ordinal approach of utility, indifference curve, marginal rate of substitution, budget line, consumers equilibrium, application of ordinal analysis –separation of substitution and income effect from price effect for normal , inferior and Giffen good	10
4	Equilibrium of the firm and Industry, perfect competition, monopoly, monopolistic competition, monopoly power, discriminating monopoly, aspects of non- price competition; meaning of an Oligopolistic Behaviour. Price and Output, Determination of Price under various market conditions.	10

MBA-116: BUSINESS STATISTICS AND ANALYTICS FOR DECISION MAKING

L	T	P	C
3	1	0	4

RATIONALE

It enables the students to gain understanding of statistical techniques as are applicable in the businesses.

Unit No.	Contents	Contact Hrs.
1.	Descriptive Statistics (Part-I): Definition, Importance & Limitation, Collection of data and formation of frequency distribution, Graphic presentation of Frequency distribution – Graphics, Bars, Histogram, Diagrammatic; Measures of Central Tendency – Mean, Median and Mode, Partition values – quartiles octiles, deciles and percentiles; Measures of variation – Range, IQR, Semi inter-quartile range, Quartile deviation and its coefficients.	10
2.	Descriptive Statistics (Part – II): Measures of dispersion: Mean deviation, Variance, Standard deviation, Coefficient of variation, Concept and measurement of skewness, moments and kurtosis.	10
3.	Correlation Analysis: Correlation Coefficient; Assumptions of Correlation Analysis; Coefficients of Correlation; Measurement of Correlation- Karl Person’s Methods; Spearman’s Rank correlation; Limitations of Correlation Analysis; Applications of correlation analysis in business.	10
4	Regression Analysis: - Meaning and definition of regression, Utility and applications of regression analysis, Types of regression, Difference between correlation and regression, Regression lines, Regression equations, Regression coefficients.	10

MBA-121: BUSINESS ACCOUNTING

L	T	P	C
3	1	0	4

RATIONALE

To enable students to develop the knowledge and skills to manage the financial affairs of businesses.

Unit No.	Contents	Contact Hrs.
1.	Meaning and Scope of Accounting: Definition and Functions of Accounting, Book Keeping and Accounting, Interrelationship of Accounting with other Disciplines, Branches of Accounting, Limitation of Accounting, Overview of Basic Terminologies -Types of Capital, Shares, Debentures, Income and Expenditure .	10
2.	. Accounting Principles and Standards: Accounting Principles, Concepts and Conventions, Accounting equations, Accounting cycle system of accounting Introduction to Accounting IFRS	10
3.	Journalising Transactions: Journal, Rules of Debit and Credit, Sub Division of Journal: Ledger Posting and Trial Balance: Cash book, , Rules of regarding Posting, Trial Balance.	10
4	Concept of Final Accounts: Trading Accounts, Profit and Loss Accounts, Objectives of Final Accounts, Preparation of Final Accounts with adjustments as per current schedule.	10

MBA-122 : COST AND MANAGEMENT ACCOUTING

L	T	P	C
3	1	0	4

RATIONALE

The course exposes the students to the basic concepts and the tools used in cost accounting.

Unit No.	Contents	Contact Hrs.
1.	.Preface: Accounting for Management, functions of Cost in decision making, Comparison of Management Accounting and Cost Accounting,	10

	Different types of cost, concepts of cost, Elements of cost - Materials, Labour and overheads and their Allocation, Cost Sheet, Methods of Costing, Reconciliation between Cost and Financial Accounting	
2.	Marginal Costing: Comparison of Marginal and Absorption Costing, Cost-Volume-Profit Analysis and P/V Ratio Analysis and their implications, Concept and uses of Breakeven Point and its analysis for various types of decision-making. Differential Costing and Incremental Costing: Concept, uses and applications.	10
3.	Budgeting: Theory of Budget, Budgeting and Budgetary Control, Types of Budget, Static and Flexible Budgeting, Preparation of Cash Budget, Sales Budget, Production Budget, Materials Budget, Capital Expenditure Budget and Master Budget, Benefits and restrictions of Budgetary Control. Standard Costing: theory of standard costs, establishing different cost standards, calculation of Material Variance, Labour Variance, and Overhead Variance, and its applications and implications.	10
4	Responsibility Accounting & Transfer Pricing: theory and different approach to Responsibility Accounting, concept of investment, cost, profit centre and responsibility centre and its managerial implications, Transfer Pricing : model, class & importance ; Activity Based Costing, Cost Management, Value Chain Analysis, Target Costing & Life Cycle Costing : theory, strategies and their applications	10

MBA-123: CORPORATE FINANCE (SWAYAM)

L	T	P	C
3	1	0	4

RATIONALE
This subject deals with financial analysis as a diagnostic tool, the management of working capital and its components as well as leverage analysis.

Unit No.	Contents	Contact Hrs.
1.	Meaning and Definition of Finance Management, Nature and Goal of Finance Management Finance Manager: Role, Need, Function and Decisional Areas Environmental Effect over Finance Management	10

2.	Investment Decision: Appraisal of project; Concept, Process & Techniques of Capital Budgeting and its applications; Risk and Uncertainty in Capital Budgeting; Leverage Analysis – financial, operating and combined leverage along with implications; EBIT-EPS Analysis & Indifference Points.	10
3.	Financing Decision: Long-term sources of finance, potentiality of equity shares, preference shares, debentures and bonds as sources of long-term finance; Concept and Approaches of capital structure decision : NI, NOI, Traditional and Modigliani Miller Approach; Cost of Capital : Cost of equity, preference shares, debentures and retained earnings, weighted average cost of capital and implications.	10
4	Dividend Decision: Concept, Theories of Dividend Decision, Factor Affecting Dividend Decision, Concept of Retained Earnings Working Capital Decision: Concept, Working Capital Management, Working Capital Financing, Working Capital Requirement.	10

MBA -124: ENTREPRENEURSHIP DEVELOPMENT

L	T	P	C
3	1	0	4

RATIONALE

The objective of this course is to ignite the entrepreneurial spirit or inculcate culture of entrepreneurship.

1.	Entrepreneurship: Definition of Entrepreneur, Internal and External Factors, Functions of an Entrepreneur, Entrepreneurial motivation and Barriers, Classification of Entrepreneurship, Theory of Entrepreneurship, Concept of Entrepreneurship, Development of entrepreneurship; Culture, stages in entrepreneurial process	10
2.	Creativity and Entrepreneurial Plan: Idea Generation, Screening and Project Identification, Creative Performance, Feasibility Analysis: Economic, Marketing, Financial and Technical; Project Planning: Evaluation, Monitoring and Control segmentation. Creative Problem Solving: Heuristics, Brainstorming, Symentics, Value Analysis, Innovation.	10
3.	International Entrepreneurship Opportunities: The nature of international entrepreneurship, Importance of international business to the firm, International versus domestics' entrepreneurship, Stages of economic development. Institutional support for new ventures: Supporting Organizations; Incentives and facilities; Financial Institutions and Small scale Industries,	10

	Govt. Policies for SSIs.	
4.	Family and Non Family Entrepreneur: Role of Professionals, Professionalism vs family entrepreneurs, Role of Woman entrepreneur. Venture Capital: Venture capital, Nature and Overview, Venture capital process, locating venture capitalists.	10

MBA -125: QUANTITATIVE TECHNIQUES

L	T	P	C
3	1	0	4

RATIONALE
Learn the basics of the quantitative approach to management. Develop their analytical ability to analyze managerial problems. Learn to solve decision problems using quantitative and statistical techniques.

1.	Operations Research: - Benefits, Scope and functions of Operation Research in making managerial decision. Environments of Decision-making:- Decision-making under situations of certainty, uncertainty and risk ; Decision tree approach and its function	10
2.	Linear programming: Mathematical formulations of LP Models for product-mix problems; graphical and simplex method of solving LP problems in Transportation: Various technique of finding Initial basic feasible resolution and optimal resolution. Assignment model: Algorithm and its applications.	10
3.	Game Theory: Theory of game; Two-person zero-sum game; Saddle Point; Odds Method; Graphical Method used for solving Mixed Strategy Game.	10
4.	Queuing Theory: Application of Poisson and Exponential distribution in estimating arrival rate and service rate; Applications of Queue model for better service to the customers. Replacement Problem: Replacement of assets that depreciate with passing of time, replacement of assets which fail suddenly. Project Management: Applications of Critical path method and Process engineering and review technique in Project planning and control; crashing of operations.	10

MBA-126: HUMAN RESOURCE MANAGEMENT

L	T	P	C
3	1	0	4

RATIONALE

To familiarize the students with Human Resource Management, Concepts and Functions. To sensitize students, who are preparing to enter the work force to issues related to work force management.

Unit No.	Contents	Contact Hrs.
1.	Human Resource Management (HRM) Concept, Nature and Scope, Evolution of HRM, Relevance of HRM, challenges faced by HRM, Human Resource Functions, Systems Model of HRM functions, the Indian scenario of HRM. Introduction, Strategic Management, Basic Concept of Strategic Management, Mission, Vision, Objectives, Basic Model of Strategic Management, Business Policy, Corporate Strategy, Basic Concept of Strategic, Strategic Decision Making, Role of Strategic Management in Human resource,	10
2.	Human Resource Planning, Steps in HRP, succession planning, Human Resources Information system (HRIS): HR accounting and audit, Job Analysis – Job Description, Job Specification. The systematic approach to recruitment: recruitment policy, recruitment procedures, recruitment methods and techniques / methods & procedure of selection Environmental Scanning, Industry Analysis, ETOP Study, OCP, SAP Scanning, Corporate Analysis, Value-Chain Approach.	10
3.	Training and Development: Purpose, Methods and issues of training and management development programmes Performance Appraisal: Definition, Purpose of appraisal, Procedures and Techniques including 360 degree Performance Appraisal, Job Evaluation. Compensation Administration: Nature and Objectives of compensation, components of pay structure in India. Wage Policy in India – Minimum Wage, Fair Wage and Living Wage. Incentive Payments: Meaning and Definition, Prerequisites for an effective incentive system, Types and Scope of incentive scheme, Incentive Schemes in Indian Industries, Fringe Benefits.	10
4	SWOT Analysis, Various Corporate Strategies: Growth/ Expansion, Diversification, Stability, Retrenchment & Combination Strategy. Process of Strategic Planning, Stages of corporate development, Corporate Restructuring, Mergers & Acquisitions, Strategic Alliances, Portfolio Analysis, Functional Strategy, BCG Model, GE 9 Cell, Porters Model: 5 Force	10

MBA-127: ORGANIZATIONAL BEHAVIOUR

L	T	P	C
3	1	0	4

RATIONALE

This course is meant to acquaint the students with the study that investigates the impact that individuals, groups and structure have on behaviour within organization.

Unit No.	Contents	Contact Hrs.
1.	Behavioural Concepts: Nature and Concepts of OB, Models of Organizational Behaviour, Relationship with Other Fields, Contemporary challenges. Learning: Nature and Significance of Learning, Process of Learning, Theories of Learning	10
2.	Motivation Concepts: Nature of Motivation, Classification of Motives, Motivation Process, Theories of Motivation: Early Theories: Hierarchy of Needs, Two-Factor Theory, McClelland's Theory of Needs; Contemporary Theories: Goal Setting Theories, Reinforcement Theory, Equity Theory, Expectancy Theory Attitudes: Nature & Dimensions of Attitude, Components of Attitude, Types of Attitude, Cognitive Dissonance Theory.	10
3.	Perception: Perceptual Process Model, Social Identity Theory, Attribution Theory: Attribution Errors, Perceptual Errors in Organizational Setting, Improving Perceptions Personality: Meaning of Personality, Determinants of Personality, Five-Factor Model of Personality, Myers-Briggs Type Indicator (MBTI); Theories of Personality: Freudian Theory (Psychoanalytic Theory of Personality), Erik Erikson Stages of Personality Development, Trait Theory, Jungian Theory given by Carl Jung	10
4	Organizational Change – Meaning and approaches to managing organizational change, creating a culture for change implementing the change Kurt Lewin Model of change. Leadership: Nature, Components, Leadership Styles, Traits of Effective Leader, Myths, Models and Theories of Leadership, Leadership Skills.	10

ELECTIVES MBA

Specialization : Finance					
MBA-211-F	Research in Finance	3	1	0	4
MBA-212-F	Financial Derivatives	3	1	0	4
MBA-213-F	Investment Analysis and Portfolio management	3	1	0	4
MBA-214-F	Indian Financial System & Financial markets	3	1	0	4
MBA-215-F	Managing Banks & Financial Institutions	3	1	0	4
MBA-216-F	Behavioural Finance	3	1	0	4
MBA-217	Internship	0	0	8	4
MBA-221	Industry Based Project on Finance	0	0	40	20
Total		18	06	48	48

MBA-211-F: RESEARCH IN FINANCE

L	T	P	C
3	1	0	4

RATIONALE

To provide students an insight into various sources of business research data and examine process for collecting data and analyzing the same. To learn how to prepare and present finance report.

Unit No.	Contents	Contact Hrs.
1.	Research: Concept, Steps Involved, Importance and Significance of Research in Business, Types of Research, Features and Objectives of a Research, Problem Statement: Concept, Developing Research Problem, Research Design: Concept, Nature, Types of Research Design,	10
2.	Hypothesis Development: Concept, Statement of hypothesis, Sampling: Concept, Features, Advantages, Limitations, Techniques of Sampling-Probability and Non Probability Sampling, Deciding Sample Size, Sampling Theory, Sampling Errors,	10
3.	Data Collection: Meaning, Definition, Data Sources- Primary and Secondary Data Sources, Advantages and Disadvantages of Primary and Secondary Sources, Interview: Concept, Types of Interview, Interviewing Skills, Questionnaire: Introduction, Preparation of a Good Questionnaire, Type of Questions, Other Data Collection Techniques	10

4	4 Data Analysis: Getting Data Ready for Analysis-Editing, Coding, classification, Tabulation, Data Analysis, Interpretation Overview and structuring of Project Financing-Valuing Projects Project negotiation-Managing project risks-Financing Projects	10
---	--	----

MBA-212–F: FINANCIAL DERIVATIVES

L	T	P	C
3	1	0	4

RATIONALE

To provide understanding of financial environment of global operations of business. To familiarize with the mechanics of foreign exchange markets.

Unit No.	Contents	Contact Hrs.
1.	International Monetary Systems: Historical background and structure. Foreign Exchange. Market: Nature, participants and structure. Foreign exchange quotations: Direct and indirect. Convertibility of Rupee, current account convertibility and capital account convertibility. Different committees and recommendation for current accountability and capital accountability. IMF and its functions. Forex reserve	10
2.	Exchange rate: meaning, Spread, official and free market rates, cross currency rates, forward rates, factors affecting, flexible vs. fixed exchange rates, Exchange rate regime, Liberalized Exchange Rate Management System (LERMS). Currency Forwards, Currency Futures and Currency Options, Currency Swaps. Currency Forwards vs. Currency Futures Contracts, Hedging instruments.	10
3.	Foreign Exchange Exposure: introduction, nature and magnitude. Types of exposure: transaction, translation and economic, their measurement and management. Tax treatment of Foreign Exchange gains and losses. Foreign Exchange Control in India, RBI guidelines, Important provisions of FEMA, Compton Act, Money laundering act.	10
4.	Financial Derivatives – An Introduction. Financial Future contracting: nature and types of Future Contracts, History of future financial markets, traders in future markets, uses of future contracts, growth of future markets. Future markets Trading: Trading Mechanism in future and forward markets, Pricing of Future Contracts, Spreads, the clearing house, regulation future markets.	10

MBA-213-F: INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT

L	T	P	C
3	1	0	4

RATIONALE

The objective of the course is to provide the students specialized knowledge of the techniques of evaluation of proposal in investments. To acquaint them with the problems encountered in the decisional process pertaining to investment.

Unit No.	Contents	Contact Hrs.
1.	Investment Management: Capital Investment Process. Types of investment alternatives: Security and Non – security forms of investment; real estate investment; Risk & Return analysis Investment instruments of the money market. Valuation theories of fixed and variable income Securities, government securities.	10
2.	Securities and exchange board of India: Objectives of SEBI, Functions of SEBI, Role of SEBI in Indian Stock Market, SEBI & FII	10
3.	Operations of Indian Stock Market; SEBI’s Guidelines regarding stock market. New Issue Market; Listing of Securities, OTCEI. Cost of investing in securities; mechanics of investing in Securities.	10
4.	Portfolio Management and Performance Evaluation: Performance Evaluation of existing portfolio, Sharpe, Treynor and Jensen measures; Finding alternatives and revision of portfolio; Portfolio Management and Mutual Fund Industry.	10

MBA-214-F: INDIAN FINANCIAL SYSTEM AND FINANCIAL MARKETS

L	T	P	C
3	1	0	4

RATIONALE
The objective of this subject is to familiarize the students with regard to structure, organization and working of financial system in India.

Unit No.	Contents	Contact Hrs.
1.	Indian Financial System - Pre Nineties and Post Nineties overview. Organisational structure of the Indian Financial System- Major Components- Financial Markets; Financial Institutions/ Intermediaries; Financial Instruments	10
2.	Regulatory and promotional institutions: Reserve Bank of India, Securities and Exchange Board of India, IRDA, - Objectives and functions of RBI, SEBI and IRDA	10
3.	Primary Market: Public Issue, Right Issue and Private Placement. Steps in Public Issue, Steps and Role of various agencies in public issue-Merchant Bankers, Underwriters, Brokers, Bankers to the Issue, Registrar to the Issue. Promotional agencies. Opening and Closing of Issue, Allotment / Refund, Listing of securities, Concept of Book Building.	10
4.	Stock Exchange: Definition, Overview of Stock Exchanges in India, Trading on NSE - Capital Market Segment and Wholesale Debt Market Segment, Trading system under Capital Market Segment, Order types, cash/margin trading, Rolling settlement. Role of Broker, Clearing House, Depository in trading, Introduction to E-Trading. Money Market - Meaning, Instruments, features of the instruments. Banking – Functions of Commercial Banks, Concept of E-Banking, NPA, Securitisation and Universal Banking, NBFC- Meaning, Major functions of NBFC, Credit Rating,- Concept, Credit Rating Agencies in India, Rating Methodology and process, Rating symbols for Debentures/Bonds, Insurance: Introduction to LIC, GIC and Private Insurance Companies, Mutual Fund- Concept, Advantages of MF, History of MFs in India, Management of MF., Venture Capital - Concept, Objectives, Development of Venture Capital in India, Venture Capital Investment process, Dis-investment Mechanism.	10

MBA-215–F: MANAGING BANKS AND FINANCIAL INSTITUTIONS

L	T	P	C
3	1	0	4

RATIONALE
This course provides an introduction to the management of financial institutions and intermediaries. It provides an overview of the main management strategies used in financial institutions.

Unit No.	Contents	Contact Hrs.
1.	Financial System: Nature, structure, role and functions of a financial system. Key elements of a well-functioning financial system; Status and objectives, reforms and recent developments in Indian Financial System.	10
2.	RBI- functions and working, functions of NABARD, structure of Indian banking system, objectives functions, performance of commercial banks. Regional Rural Banks and Cooperative Banks. Assets- liability Management in Banks. Operational policies and performance of Finance Companies,	10
3.	Development finance institutions: ICICI, IDBI, IFCI, IIBI, SFCs, SIDBI; Non-banking finance companies, Housing finance companies.	10
4.	Indian Securities Market: Stock Exchanges, New Issue Market, Role of SEBI Recent Developments in Indian financial security market; Mutual Funds; Depository System. An overview of Insurance Institutions in India. Money Market: Meaning, Significance, types; Call money market, Treasury Bills Market. Commercial Bills Market, Commercial Papers	10

MBA-216–F: BEHAVIOURAL FINANCE

L	T	P	C
3	1	0	4

RATIONALE

This course is meant to acquaint the students to explain the what, why and how of finance and investing, from a human perspective.

Unit No.	Contents	Contact Hrs.
1.	Non-behavioural finance: Introduction; Why we care: The roles of securities prices in the economy; Efficient markets hypothesis (EMH): Definitions; EMH in supply and demand framework; Theoretical arguments for flat aggregate demand curve; Equilibrium risk models; Pro-EMH evidence.	10
2.	Some motivating evidence: Return predictability in the stock market and other asset markets; Data mining; Joint hypothesis problem.	10
3.	Demand by average investors: Definition of average investor; Belief biases; Limited attention and categorization; Non traditional preferences – prospect theory and loss aversion; Bubbles and systematic investor sentiment. Social interactions and positional concerns. The role of advisors, advertising.	10
4	Supply by firms and managerial decisions: Supply of securities and firm investment characteristics (market timing, catering) by rational firms; Associated institutions; Relative horizons and incentives; Biased managers.	10

MBA-217: INTERNSHIP

Unit No.	Contents	Contact Hrs.
1.		40

MBA-221: INDUSTRY BASED PROJECT ON FINANCE

Unit No.	Contents	Contact Hrs.
1.		200

Specialization: Marketing

MBA-211-M	Marketing Research(SWAYAM)
MBA-212-M	Sales and Distribution Management
MBA-213-M	Service Marketing
MBA-214-M	Retail Management
MBA-215M	International Marketing
MBA-216-M	Digital Marketing
MBA-217	Internship/Live Project
MBA-221	Industry Based Project on Marketing
Total	

MBA-211-M: MARKETING RESEARCH

L	T	P	C
3	1	0	4

RATIONALE
To provide students an insight into various sources of research data, to gather data on customers and potential customers. The collected data aids business decision making. To learn how to prepare and present marketing research report.

Unit No.	Contents	Contact Hrs.
1.	Marketing Research Dynamics: Introduction, meaning of research, research characteristics, various types of research, Nature & scope of marketing research, planning the research process, formulation of research problem, research design, data collection, analysis & planning the research process.	8
2.	Data Collection Sources & Methods : introduction, meaning & nature of secondary data, types of secondary data, data sources, primary data & its types,	8
3.	Designing a Questionnaire: Introduction, questionnaire design, questionnaire building, process of questionnaire, design, information required, interview method, questionnaire format & its composition, Assumptions about parametric and non-parametric tests, Parametric Test - T test, F Test and Z test	8
4.	Sampling theory & Hypothesis testing : Design, size & techniques, process of sampling design, determining sample size,	8

5.	Interpretation - meaning - Techniques of interpretation - Report writing:- Significance-Report writing:- Steps in report writing - Layout of report - Types of reports – Oral presentation - executive summary - mechanics of writing research report – Precautions for writing report - Norms for using Tables, charts and diagrams - Appendix:- norms focusing Index and Bibliography.	8
----	---	---

MBA-212-M: SALES AND DISTRIBUTION MANAGEMENT

L	T	P	C
3	1	0	4

RATIONALE
To develop an insight in personal selling, to analyze the managerial aspects of sales force management and to understand the process of marketing communication.

Unit No.	Contents	Contact Hrs.
1.	Introduction: Selling as a Part of Marketing, Sales Management Process, Role of Sales Manager, Concept of Personal Selling, Sales Management and Salesmanship, The Ones of Personal Selling, Process of Personal Selling, Qualities of a Successful Salesman. Goals in Sales Management: Goal Setting Process in Sales Management, Analyzing Market Demand and Sales Potential, Techniques of Sales Forecasting.	10
2.	Sales Force Management: Organizing the Sales Force, Designing the Structure and Size of Sales Force, Recruitment and Selection of Sales Force, Leading and Motivating the Sales Force, Training and Compensating the Sales Force, Evaluation and Analysis.	10
3.	Introduction to Distribution Management: Concept of Distribution Channel, Importance of a Channel, Types of Channels, Primary Distributors, Specialized Distributors and Participants, Distributors: Policies and Strategies.	10
4.	Channel Management: Forces of Distributing Systems, Distributors Selection and Appointment, Channel Conflicts and their Resolutions, Training the Distributors Sales Team.	10

MBA-213-M: SERVICE MARKETING

L	T	P	C
3	1	0	4

RATIONALE
To familiarize with the special characteristics of services relevant for marketing. To analyze the customer satisfaction and complaint management in services and to evaluate the financial implications of improvement in services.

Unit No.	Contents	Contact Hrs.
1.	Introduction: Difference between Product and Services Marketing, Characteristics of Services Classification of Services, Paradigms in Services Marketing, Service Marketing System: Service Quality, Understanding Customer Expectations and Zone of Tolerance, Segmentation and Zone of Tolerance, Targeting and Positioning of Services	10
2.	Services Marketing Mix: Augmented Marketing Mix, Developing the Service Product/ Intangible Product, Service Product Planning, Service Pricing Strategy, Services Promotions, Services Distributions. Physical Evidence: Role of Communication in Service Marketing, People and Internal Communication, Process of Operations and Delivery of Services.	10
3.	Marketing of Financial Services: Deciding the Service Quality, Understanding the Customer Expectations, Segmenting, Targeting and Positioning of Financial Services, Marketing Mix Strategies with Special Reference to Credit Cards, Home Loans, Insurance and Banking, Marketing of Telecom/ Insurance Services.	10
4.	Services in Global Perspective: International Marketing of Services Recent Trends, Principle Driving Force in Global Marketing of Services, Key Decisions in Global Marketing, Services Strategy and Organizing for Global Marketing.	10

L	T	P	C
3	1	0	4

RATIONALE

The purpose of this course is to provide students with a well rounded and systematic knowledge base of retail management. Students will gain invaluable experience running the day to day operations of real business.

Unit No.	Contents	Contact Hrs.
1.	Overview of Retailing Environment and Management: Retailing, Definition and Concept, Functions of Retailing Driving Forces for Retailing, Building and Sustaining Relationships, Strategic Planning, Structural Change, Type of Retail Outlets, Market Structure, Retail Planning, Development and Control. The Customer and Retail Business: Knowing your Customers, Focusing on the Consumer, Mapping Out Society.	10
2.	Situational Analysis: Retail Institutions by Ownership. Retail Institutions by Store-based Strategy-Mix, Web, Non store-based and other Forms of Non Traditional Retailing. Targeting Customers and Gathering Information. Communicating with Customers. Promotional Strategies used in retailing. Choosing a Store Location: Trading Area Analysis, Site Selection,. Store Design and Layout, The Store and its Image, The External Store, Internal Store, Display.	10
3.	Managing Retail Business: Retail Organization and HRM, Retail Organization and Operations Management, Financial Dimensions, Managing Retail Services. Service Characteristics, Branding, Perceptions of Service Quality.	10
4.	Delivering the Product: Retail Information Systems, Merchandise Management Retail Pricing, Development and Implementing Plans, People in Retailing. International Retailing: Internationalization and Globalization, Shopping at World Stores, Going International, The Internalization Process, Culture, Business and International Management	10

L	T	P	C
3	1	0	4

RATIONALE

The major objective of this course is to provide an exposure to the area of marketing in the International perspective.

Unit No.	Contents	Contact Hrs.
1.	Introduction to International Marketing , Nature, scope and different complexities of International Marketing, International Marketing Environment, Basis of International Trade, India and World Trade, difference between domestic, international, multinational, global and transnational marketing.	10
2.	Balance of Trade, Balance of Payments and Instruments of Trade Policy, Devaluation, Revaluation, Appreciation & Depreciation, Export documents and procedure..	10
3.	Concept of Free Trade and Regional Economic Groupings, Selection of Global Markets, Segmentation and Positioning, Product Planning, International PLC, Developing international Pricing Policies and Strategies for Export.	10
4.	Advertising ; Meaning, Process; Categories; Advertising and Buyer Perception; Strategies in Advertising; Advertising Styles; Direct Response Advertising; Display Advertising. Developing International Advertising Strategy; Advertising Environment	10

MBA-216-M: DIGITAL MARKETING

L	T	P	C
3	1	0	4

RATIONALE

This course is meant to acquaint the students with modern techniques of marketing, mainly the marketing done on digital platforms. And to familiarize the students with the modern marketing techniques used on the internet.

Unit No.	Contents	Contact Hrs.
1.	Introduction to Digital Marketing: The new digital world - trends that are driving shifts from traditional marketing practices to digital marketing practices, the modern digital consumer and new consumer's digital journey.	10

	Marketing strategies for the digital world - latest practices	
2.	E-Commerce and Internet Marketing: Introduction to E-marketing, online marketing-mix, online consumer, customer relationship management in the virtual world, online branding, traffic building and E-commerce, Managing content in a digital age – content planning and writing. Consumer buying behaviour in the digital-age, and factors affecting consumer behaviour.	10
3.	Acquiring & Engaging Users through Digital Channels: Understanding the relationship between content and branding and its impact on sales, search marketing, mobile marketing, video marketing, and social-media marketing. Online campaign management; using marketing analytic tools to segment, target and position; overview of search engine optimization (SEO)	10
4.	Designing Organization for Digital Success: Digital transformation, digital leadership principles, online P.R. and reputation management. ROI of digital strategies, how digital marketing is adding value to business, and evaluating cost effectiveness of digital strategies	10

MBA-217: INTERNSHIP

L	T	P	C
3	1	0	4

RATIONALE

Unit No.	Contents	Contact Hrs.
1.		40

MBA-221: INDUSTRY BASED PROJECT ON MARKETING

L	T	P	C
3	1	0	4

RATIONALE

Unit No.	Contents	Contact Hrs.
1.	Industry Based Project Work on Marketing	200
2.		

Specialization: Human Resource Management	
MBA-211 -H	Research in Human Resource Management
MBA-212-H	Strategic HRM
MBA-213-H	Employee Relations
MBA-214-H	Compensation and Benefits Management
MBA-215-H	Team dynamics at work
MBA-216-H	Cross cultural management
MBA-217	Internship/Live Project
MBA-221	Industry Based Project on HRM

MBA-211-H: RESEARCH IN HUMAN RESOURCE MANAGEMENT

L	T	P	C
3	1	0	4

RATIONALE
To familiarize the students with Human Resource Management. Concepts and functions. To help the students in identifying problems in the management of Human Resources. To acquaint the students with different strategies and legislations used in management of HR related issues in the organization and formation of related research report.

Unit No.	Contents	Contact Hrs.
1.	Research: Concept, Steps Involved, Importance and Significance of Research in Business, Types of Research, Features and Objectives of a Research, Problem Statement: Concept, Developing Research Problem, Research Design: Concept, Nature, Types of Research Design	10
2.	Hypothesis Development: Concept, Statement of hypothesis, Sampling: Concept, Features, Advantages, Limitations, Techniques of Sampling-Probability and Non Probability Sampling, Deciding Sample Size, Sampling Theory, Sampling Errors,	10
3.	Data Collection: Meaning, Definition, Data Sources- Primary and Secondary Data Sources, Advantages and Disadvantages of Primary and Secondary Sources, Interview: Concept, Types of Interview, Interviewing Skills, Questionnaire: Introduction, Preparation of a Good Questionnaire, Type of Questions, Other Data Collection Techniques	10
4.	Data Analysis: Getting Data Ready for Analysis-Editing, Coding, classification, Tabulation, Data Analysis, Interpretation Measurement and Scaling: Introduction, Measurement Scales, Sources of Error, Scaling Techniques Report writing: Concept, Types, Importance, Features of Good Report, Content of Report, Effective Report Writing	10

MBA-212-H: STRATEGIC HUMAN RESOURCEMANEGEMENT

L	T	P	C
3	1	0	4

RATIONALE

The rationale for Strategic Human Resource Management is perceived advantage of having an agreed and understood basis for strategic vision.

Unit No.	Contents	Contact Hrs.
1.	Human Resource Management (HRM) Concept, Nature and Scope, Evolution of HRM, Relevance of HRM, challenges faced by HRM, Human Resource Functions, Systems Model of HRM functions, the Indian scenario of HRM. Introduction, Strategic Management, Basic Concept of Strategic Management, Mission, Vision, Objectives, Basic Model of Strategic Management, Business Policy, Corporate Strategy, Basic Concept of Strategic, Strategic Decision Making, Role of Strategic Management in Marketing,	10
2.	Human Resource Planning, Steps in HRP, succession planning, Human Resources Information system (HRIS): HR accounting and audit, Job Analysis – Job Description, Job Specification. The systematic approach to recruitment: recruitment policy, recruitment procedures, recruitment methods and techniques / methods & procedure of selection Environmental Scanning, Industry Analysis, ETOP Study, OCP, SAP Scanning, Corporate Analysis, Value-Chain Approach.	10
3.	Training and Development: Purpose, Methods and issues of training and management development programmes Performance Appraisal: Definition, Purpose of appraisal, Procedures and Techniques including 360 degree Performance Appraisal, Job Evaluation. Compensation Administration: Nature and Objectives of compensation, components of pay structure in India. Wage Policy in India – Minimum Wage, Fair Wage and Living Wage. Incentive Payments: Meaning and Definition, Prerequisites for an effective incentive system, Types and Scope of incentive scheme, Incentive Schemes in Indian Industries, Fringe Benefits. SWOT Analysis, Various Corporate Strategies: Growth/ Expansion, Diversification, Stability, Retrenchment & Combination Strategy. Process of Strategic Planning, Stages of corporate development, Corporate Restructuring, Mergers & Acquisitions, Strategic Alliances, Portfolio Analysis, Functional Strategy, BCG Model, GE 9 Cell, Porters Model: 5 Force	10
4.	Grievance Procedures: Definition, Disciplinary Procedure, Grievance Handling Procedure Industrial Relations: Nature, importance and approaches of Industrial Relations, Promotion, Transfer and Separation Strategy Implementation through structure, through Human Resource Management: through values and ethics. Mc Kinsey's 7S Model, Organization Life Cycle, Management and Control, Strategic Information System.	10

MBA-213-H: EMPLOYEE RELATIONS

L	T	P	C
3	1	0	4

RATIONALE

The objective of the course is to highlight the need for maintaining industrial harmony. It also aims at acquainting the students with the legal framework for the maintenance of cordial relations in India.

Unit No.	Contents	Contact Hrs.
1.	Overview of Industrial Relations : Concept of Industrial Relations; Nature of Industrial Relations; Objectives of IR; Evolution of IR in India ; Role of State; Trade Union; Employers' Organization; ILO in IR.	10
2.	Trade Unionism : Trade Union : origin and growth, unions after independence, unions in the era of liberalization; concept, objectives, functions and role of Trade Unions in collective bargaining; problems of Trade Unions. Labour problems: Discipline and misconduct; Grievance Handling Procedure; Labour turnover; Absenteeism; Workers' participation in management.	10
3.	Technological Change in IR-Employment issues, Management Strategy, Trade Union Response, Human Resource Management and IR- Management Approaches, Integrative Approaches to HRM; International Dimensions of IR.	10
4.	Labour Legislations: Industrial Dispute Act, Factories Act, Payment of	10

Wages Act, and Workmen’s Compensation Act. Important Provisions of Employees’ State Insurance Act, Payment of Gratuity Act, Employees Provident Fund Act.

MBA-214 –H: COMPENSATION AND BENEFITS MANAGEMENT

L	T	P	C
3	1	0	4

RATIONALE
Wage and salary are important aspects of Human Resource Management. So knowledge of Compensation and Benefits Management is essential for management students.

Unit No.	Contents	Contact Hrs.
1.	Wage and Salary Administration: Definition, Goals, Job Evaluation, Wage and Salary surveys, Time and Piece Rate, Merit pay /skill based pay, Factors affecting wages	10
2.	Incentive Plans: Individual and Group Incentive plans, Productivity Gain sharing plans, Profit Sharing Plans, Non - Financial and Financial incentives, Measuring Cost- to – Company (CTC).	10
3	. Employee Benefits: Supplemented Pay benefits (pay for time not worked), Insurance benefits, Retirement benefits, Employees’ service benefits, ESOPs, Flexible benefits and Benefit Surveys.	10
4.	. 4. Governing Laws: Provident Fund Act 1952, Minimum wages Act 1948, Payment of wages Act 1948, Payment of Bonus Act, 1965. 5. Current Trends in Compensation and Reward Management.	10

MBA-215-H: TEAM DYNAMICS AT WORK

L	T	P	C
3	1	0	4

RATIONALE
Leadership and team dynamics are essential component of any organization. So knowledge is important.

Unit No.	Contents	Contact Hrs.
1.	Leadership – Meaning, Concepts and Myths about Leadership, Components of Leadership- Leader, Followers and situation. Assessing Leadership & Measuring Its effects.	10
2.	Focus on the Leader – Power and Influence; Leadership and Values. Leadership Traits; Leadership Behaviour; Contingency Theories of Leadership; Leadership and Change.	10
3.	Groups, Teams and Their Leadership. Groups – Nature, Group Size, Stages of Group Development, Group Roles, Group Norms, Group Cohesion. Teams – Effective Team Characteristics and Team Building, Ginnetts Team Effectiveness Leadership Model.	10
4.	Leadership Skills – Basic Leadership Skills, Building Technical Competency, Advanced Leadership Skills, Team Building for Work Teams, Building High Performance Teams.	10

MBA-216-H: CROSS CULTURAL MANAGEMENT

L	T	P	C
3	1	0	4

RATIONALE
As Internationalization spreads out in globalized countries. Diversity of the workforce of most companies became relevant aspect. So course has importance for study.

Unit No.	Contents	Contact Hrs.
1.	Introduction Understanding culture: Values, world views and socio-cultural systems What is culture and why is it important? How do people react to cultural differences? Can we measure or graph cultural differences? Is it	10

	possible to change a culture? If so, how? What does culture have to do with business? Ways of describing cultural differences Going International, (Assignment): Come to class with an idea for discussion	
2.	: Cultural diversity and multicultural teams: The impact of cultural differences on individuals, Verbal and non-verbal communication across cultures, Kohlberg's theory of moral reasoning, Measuring cultural development, The historical origins of beliefs and values, Impact of cross cultural communication, , Kohlberg, Malcolm X, and Martin Luther King Jr, Are some societies better than others?, Relativism vs. development, Respect cultural differences vs. stages of development, The possibility of an international subculture	10
3.	Conflict and negotiation: Gender differences, Gender, multiethnicity, religion, geography Body language, The culture of poverty, Hofstede's dimensions, Cultural aspects of international business negotiations, Negotiation process, Negotiation Strategies	10
4.	Cultural diversity and multicultural teams National cultures vs. organizational cultures, Knowledge cultures, Cross-cultural intelligence and managerial competence, Motivating across cultures, Management of cross-culture teams, Leadership traits required for managing cross culture teams Participatory Strategic Planning and the Technology of Participation Change in corporate culture: the example of quality improvement	10

Specialization: International Business				
Research in International Business	3	1	0	4
International marketing Management	3	1	0	4
International Trade laws	3	1	0	4
Export-Import Procedures and Documentation	3	1	0	4
Cross Cultural Management	3	1	0	4
International Labour Organisation and International Labour laws	3	1	0	4
Internship/live project	0	0	8	4
Industry based Project on IB	0	0	40	20
Total	18	06	48	48

MBA-211-IB: RESEARCH IN INTERNATIONAL BUSINESS

L	T	P	C
3	1	0	4

RATIONALE
The objective of this course is to provide an insight into various sources of Business research data and examine processes for collecting data and analyzing the same. To learn how to prepare and present IB research reports.

Unit No.	Contents	Contact Hrs.
1.	Research: Concept, Steps Involved, Importance and Significance of Research in Business, Types of Research, Features and Objectives of a Research, Problem Statement: Concept, Developing Research Problem, Research Design: Concept, Nature, Types of Research Design	10
2.	Hypothesis Development: Concept, Statement of hypothesis, Sampling: Concept, Features, Advantages, Limitations, Techniques of Sampling-Probability and Non Probability Sampling, Deciding Sample Size, Sampling Theory, Sampling Errors,	10
3.	Data Collection: Meaning, Definition, Data Sources- Primary and Secondary Data Sources, Advantages and Disadvantages of Primary and Secondary Sources, Interview: Concept, Types of Interview, Interviewing Skills, Questionnaire: Introduction, Preparation of a Good Questionnaire, Type of Questions, Other Data Collection Techniques	10
4.	Data Analysis: Getting Data Ready for Analysis-Editing, Coding, classification, Tabulation, Data Analysis, Interpretation Measurement and Scaling: Introduction, Measurement Scales, Sources of Error, Scaling Techniques Report writing: Concept, Types, Importance, Features of Good Report, Content of Report, Effective Report Writing	10

MBA-212-IB: INTERNATIONAL MARKETING MANAGEMENT

L	T	P	C
3	1	0	4

RATIONALE

The overall aim of this course is to provide the students an opportunity to learn and understand how business is conducted in the industrial arena. The syllabus is designed to allow students to gain managerial skills to meet the challenges they will face in the global work place.

Unit No.	Contents	Contact Hrs.
1.	Introduction to International Marketing , Nature, scope and different complexities of International Marketing, International Marketing Environment, Basis of International Trade, India and World Trade, difference between domestic, international, multinational, global and transnational marketing.	10
2.	Balance of Trade, Balance of Payments and Instruments of Trade Policy, Devaluation, Revaluation, Appreciation & Depreciation, Export documents and procedure..	10
3.	Concept of Free Trade and Regional Economic Groupings, Selection of Global Markets, Segmentation and Positioning, Product Planning, International PLC, Developing international Pricing Policies and Strategies for Export.	10
4.	Advertising ; Meaning, Process; Categories; Advertising and Buyer Perception; Strategies in Advertising; Advertising Styles; Direct Response Advertising; Display Advertising. Developing International Advertising Strategy; Advertising Environment	10

MBA-213-IB: INTERNATIONAL TRADE LAWS

L	T	P	C
3	1	0	4

RATIONALE

The course will provide the students the appropriate rules and customs for handling trade between countries as most governments have become part of the World Trade.

Unit No.	Contents	Contact Hrs.
----------	----------	--------------

1.	Introductory Resources on International Trade	8
2.	Introduction to GATT and the WTO, founding documents, GATT resources, WTO resources, GATT/WTO electronic resources	8
3.	Dispute Resolution in GATT/WTO, introductory resources, dispute settlement in the WTO, legal texts, International Trade law and the GATT/WTO dispute settlement system, Dispute resolution decision, print resources, electronic resources, research strategies for finding dispute decision	8
4.	Regional Trade Organizations, introductory resources, North American Free Trade Agreement, NAFTA dispute resolution, NAFTA founding documents, NAFTA resources, NAFTA electronic resources, common market for Eastern & Southern Africa, Trade Law centre for Southern Africa, Association of South East Africa, Association of South East Asia Nations, Asia Pacific Economic Cooperation	8
5.	United Nation Trade Bodies, United Nation Commission on I.T. Law, UNCITRAL – Introductory resources, UNCITRAL mode rule, core law resources, United Nations Conference on Trade & Development, UNCTAD founding documents, Introductory Historical resources, Statistical resources	8

MBA-214-IB: EXPORT-IMPORT PROCEDURES AND DOCUMENTATIONS

L	T	P	C
3	1	0	4

RATIONALE
This course enables the students to know import and export procedures, so they can plan and prepare all the actions in the right order and for starting export-import business then they needs to be well aware all of the import and export documentation.

Unit No.	Contents	Contact Hrs.
----------	----------	--------------

1.	Export Import Trade: Introduction to regulatory framework, export preliminaries, documentation framework – aligned documentation system, International Business Contracts, terms of payments, Instruments of payment	10
2.	Uniform customs & practice for documentary credits, business risk coverage, cargo insurance, foreign exchange regulations & formalities, quality control and forwarding agents,	10
3.	excise clearance of cargo, custom clearance of export cargo, custom clearance of import cargo, negotiation of documents with banks, world shipping, Indian shipping, procedures & documentation for availing export duties	10
4.	Containerisation, machinery of consultation, air transport, International setup	10

MBA-215-IB: CROSS CULTURAL MANAGEMENT

L	T	P	C
3	1	0	4

RATIONALE

The aim of this course is to introduce students to culture as a major force in international business within the context of a global economy and to show the importance of cultural issues when doing business internationally.

Unit No.	Contents	Contact Hrs.
1.	Introduction Understanding culture: Values, world views and socio-cultural systems What is culture and why is it important? How do people react to cultural differences? Can we measure or graph cultural differences? Is it possible to change a culture? If so, how? What does culture have to do with business? Ways of describing cultural differences Going International, (Assignment): Come to class with an idea for discussion	10
2.	: Cultural diversity and multicultural teams: The impact of cultural differences on individuals, Verbal and non-verbal communication across cultures, Kohlberg's theory of moral reasoning, Measuring cultural development, The historical origins of beliefs and values, Impact of cross	10

	cultural communication, , Kohlberg, Malcolm X, and Martin Luther King Jr, Are some societies better than others?, Relativism vs. development, Respect cultural differences vs. stages of development, The possibility of an international subculture	
3.	Conflict and negotiation: Gender differences, Gender, multiethnicity, religion, geography Body language, The culture of poverty, Hofstede's dimensions, Cultural aspects of international business negotiations, Negotiation process, Negotiation Strategic	10
4.	Cultural diversity and multicultural teams National cultures vs. organizational cultures, Knowledge cultures, Cross-cultural intelligence and managerial competence, Motivating across cultures, Management of cross-culture teams, Leadership traits required for managing cross culture teams Participatory Strategic Planning and the Technology of Participation Change in corporate culture: the example of quality improvement	10

MBA-216-IB: INTERNATIONAL LABOUR ORGANISATION AND INTERNATIONAL LABOUR LAWS

L	T	P	C
3	1	0	4

RATIONALE
This course enables the students to know labour standards which is the body of rules spanning public and private International law which concern the rights and duties of employees, employers, trade unions and governments in regulating the work place.

Unit No.	Contents	Contact Hrs.
1.	Overview of Industrial Relations : Concept of Industrial Relations; Nature of Industrial Relations; Objectives of IR; Evolution of IR in India ; Role of State; Trade Union; Employers' Organization; ILO in IR.	10
2.	Trade Unionism : Trade Union : origin and growth, unions after independence, unions in the era of liberalization; concept, objectives, functions and role of Trade Unions in collective bargaining; problems of Trade Unions. Labour problems: Discipline and misconduct; Grievance Handling Procedure; Labour turnover; Absenteeism; Workers' participation in management.	10
3.	Technological Change in IR-Employment issues, Management Strategy, Trade Union Response, Human Resource Management and IR- Management Approaches, Integrative Approaches to HRM; International Dimensions of	10

	IR.	
4.	Labour Legislations: Industrial Dispute Act, Factories Act, Payment of Wages Act, and Workmen’s Compensation Act. Important Provisions of Employees’ State Insurance Act, Payment of Gratuity Act, Employees Provident Fund Act.	10

MBA-217: INTERNSHIP

Unit No.	Contents	Contact Hrs.
1.		40

MBA-221:INDUSTRY BASED PROJECT ON INTERNATIONAL BUSINESS

Unit No.	Contents	Contact Hrs.
1	Industry Based Project Work on Marketing	200

Specialization: Information Technology						
1	MBA 211-IT	Research in IT	3	1	0	4
	MBA 212-IT	Strategic Management of IT	3	1	0	4
	MBA 213-IT	Data mining for business Decisions	3	1	0	4
2	MBA 214-IT	E-commerce and digital markets	3	1		4
	MBA 215-IT	Managing software Project	3	1		4
	MBA 216-	Introduction to IT consulting	3	1	0	4

	IT					
	MBA 217	Internship/live project	0	0	8	4
	MBA 221	Industry based Project on IT	0	0	40	20
		Total	18	06	48	48

MBA-211-IT:RESEARCH IN IT

L	T	P	C
3	1	0	4

RATIONALE
The objective of this course is to develop the research skills of the students in investigating into the IT business problems with a view to arriving at objective findings and conclusions and interpreting the results of their investigation in the form of systematic reports.

Unit No.	Contents	Contact Hrs.
1.	Research: Concept, Steps Involved, Importance and Significance of Research in Business, Types of Research, Features and Objectives of a Research, Problem Statement: Concept, Developing Research Problem, Research Design: Concept, Nature, Types of Research Design	10
2.	Hypothesis Development: Concept, Statement of hypothesis, Sampling: Concept, Features, Advantages, Limitations, Techniques of Sampling-Probability and Non Probability Sampling, Deciding Sample Size, Sampling Theory, Sampling Errors,	10
3.	Data Collection: Meaning, Definition, Data Sources- Primary and Secondary Data Sources, Advantages and Disadvantages of Primary and Secondary Sources, Interview: Concept, Types of Interview, Interviewing Skills, Questionnaire: Introduction, Preparation of a Good Questionnaire, Type of Questions, Other Data Collection Techniques	10
4.	Data Analysis: Getting Data Ready for Analysis-Editing, Coding, classification, Tabulation, Data Analysis, Interpretation Measurement and Scaling: Introduction, Measurement Scales, Sources of Error, Scaling Techniques Report writing: Concept, Types, Importance, Features of Good Report, Content of Report, Effective Report Writing	10

MBA-212-IT: STRATEGIC MANAGEMENT OF IT

L	T	P	C
3	1	0	4

RATIONALE

The aim of this course to determine goals and achieve them, companies using strategic management perform an analysis of their strengths and weaknesses.

Unit No.	Contents	Contact Hrs.
1.	Use technology to manage information: information system (MIS), transaction processing systems (TPS) and customer integration system (CIS) , Use technology for human resource management	10
2.	Introduction to Strategies: Introduction, fundamentals of strategy, Conceptual Evolution of strategy, Scope and Importance of strategies, Purpose of Business , Difference between Goals and Objectives of Business, Strategic Intent through Vision and Mission Statements, Core Competencies of Business	10
3.	Strategic Management: Introduction, Strategic Management, Need, Scope, Key features and importance of strategic management, Role of Strategists in Decision Making, strategists at various management levels, Types of Strategies, Limitations of Strategic Management.	10
4.	Top-down approaches to Planning for Strategic IT Applications- the value chain analysis approach to IS/IT strategy formulation and Value Chain Analysis for Service Industries-Organizational movements around the strategic grid, drivers behind the transformation implications of the drivers for visioning of strategic role of IT in the organization	10

MBA-213-IT:DATA MINING FOR BUSINESS DECISIONS

L	T	P	C
----------	----------	----------	----------

3	1	0	4
---	---	---	---

RATIONALE
This course is meant to acquaint the students with data mining which is based to discover patterns and relationships in the data in order to help make better decisions.

Unit No.	Contents	Contact Hrs.
1.	Introduction to Database; Organization of Database; Components of Database Management Systems; Data Models; Entity-Relationship Model; Network Data Model; Hierarchy Data Model; Relational Data Model; Semantic Data Model; Advantages of DBMS	10
2.	Relational Database Design : Integrity Constraints; Functional Dependencies; Normalization; Physical Database Design; Decomposition of Relation Schemes; Introduction to data mining & Data Warehousing; Knowledge Extraction through Data Mining.	10
3.	Structured Query Language, Oracle- Creating Tables; Applying column constraints; Inserting Rows; Views, Snapshots, Indexes & Sequences. PL/SQL structure, Cursor, Triggers, Procedures, Functions & Package.	10
4.	Database Utilities; Security, Object/Basic Database Administration/ Remote Data Access.	10

MBA-214-IT: E-COMMERCE AND DIGITAL MARKETS

L	T	P	C
3	1	0	4

RATIONALE
This course enables the students to know the innovations in IT and how it affects business, an understanding of the ground rules of these technologies will enable the students to appreciate the nity-grity of E-commerce.

Unit No.	Contents	Contact Hrs.
1.	E-Commerce: Introduction, meaning and concept; Needs and advantages of e-commerce; Electronic commerce vs Traditional commerce; Challenges of	10

	e-commerce.	
2.	Internet: Concept & evaluation, Features of Internet: email, WWW, ftp, telnet, newsgroup & video conferencing; Intranet & Extranet, ISDN, TCP/IP, Limitation of internet, Hardware & software requirement of Internet	10
3.	Electronic Payment Systems: Online Electronic Payment Systems, Prepaid and Post Paid, E-Cash, e-cheque, credit cards, debit cards, smart cards.	10
4.	E-Marketing: Business to Business (B2B), Business to customer (B2C) e-commerce; Online Sales force, On line Service and Support; EDI: Functions & components.	10

MBA-215-IT: MANAGING SOFTWARE PROJECT

L	T	P	C
3	1	0	4

RATIONALE
It enables the students to gain understanding of project management, how software projects are planned, implemented, monitored and controlled.

Unit No.	Contents
1.	Systems Concept; Characteristics of a System; Elements of System; Types of Systems; Decision Support System; System Development Life Cycle, Investigation, Analysis, Design, Implementation, Post Implementation Review and Maintenance
2.	Systems Planning and Investigation: Basis for Planning in Systems Analysis - Dimensions of Planning, Initial Investigation, Needs Identification, Determining the User's Information Requirements, Feasibility Study, Feasibility Considerations, Steps in Feasibility Analysis - Feasibility Report.
3.	Tools of Structured Analysis: Data Flow Diagram (DFD), Entity Relationship Diagrams, Data Dictionary, Process Modelling: Structured English, Decision Tree & Decision Table, Object Oriented Analysis (OOA) and Object Oriented Design (OOD).
4.	Basics of Information Security, Types of Attacks, Viruses, Virus Control, Hackers, Overview of Risks associated with Internet, Intrusion Detection Risk Management, Disaster Recovery Plan, Cryptography and authentication, Managing Risk, Information Security Policy, Creating a secure environment, Internet Security Standards

MBA-216-IT: INTRODUCTION TO IT CONSULTING

L	T	P	C
3	1	0	4

RATIONALE
The objective of this course (IT consulting) is to familiarize the students with innovation in computing consultancy and an understanding of the ground rules of information technology consulting which focuses on advising organizations on how best to use information technology in achieving their business objectives.

Unit No.	Contents
1.	An introduction to the consulting industry: Different kinds of consultancy, Specialist consultancy Analysis and Response Strategy-Service Level Agreements-Ethics in Consulting.
2.	Strategy consultancy: Use Social Media to Boost Business
3.	Integrated solutions consultancy: Introduction to IT Consulting, Consulting
4.	Consultancy in recent years:- Consulting Life Cycle-Consulting Projects I and II-RFP

MBA 217: INTERNSHIP

Unit No.	Contents	Contact Hrs.
1.		40

MBA-221: INDUSTRY BASED PROJECT ON IT

Unit No.	Contents	Contact Hrs.

Specialization: Retail Management							
2	1	MBA 211-RM	Research in Retail Management	3	1	0	4
		MBA 212-RM	E-Retailing	3	1	0	4
		MBA 213-RM	Retail Brand Management	3	1	0	4
	2	MBA 214-RM	Retail Consumer Behaviour	3	1	0	4
		MBA 215-RM	Logistic and supply chain Aspects in Retail	3	1	0	4
		MBA 216-RM	Agriculture retail marketing	3	1	0	4
		MBA 217	Internship/live project	0	0	8	4
		MBA 221	Industry based Project on Retail Management	0	0	40	20
		Total		18	06	48	48

MBA-211-RM: RESEARCH IN RETAIL MANAGEMENT

L	T	P	C
3	1	0	4

RATIONALE
Research in retail management is order of the day, each day some innovative come out. So course is essential for marketing students.

Unit No.	Contents	Contact Hrs.
1.	Research: Concept, Steps Involved, Importance and Significance of Research in Business, Types of Research, Features and Objectives of a Research, Problem Statement: Concept, Developing Research Problem, Research Design: Concept, Nature, Types of Research Design	10
2.	Hypothesis Development: Concept, Statement of hypothesis, Sampling: Concept, Features, Advantages, Limitations, Techniques of Sampling-Probability and Non Probability Sampling, Deciding Sample Size, Sampling Theory, Sampling Errors,	10
3.	Data Collection: Meaning, Definition, Data Sources- Primary and Secondary Data Sources, Advantages and Disadvantages of Primary and Secondary Sources, Interview: Concept, Types of Interview, Interviewing Skills, Questionnaire: Introduction, Preparation of a Good Questionnaire, Type of Questions, Other Data Collection Techniques	10
4.	Data Analysis: Getting Data Ready for Analysis-Editing, Coding, classification, Tabulation, Data Analysis, Interpretation Measurement and Scaling: Introduction, Measurement Scales, Sources of Error, Scaling Techniques Report writing: Concept, Types, Importance, Features of Good Report, Content of Report, Effective Report Writing	10

MBA-212–RM: E-RETAILING

L	T	P	C
3	1	0	4

RATIONALE
E-Retailing is based on online revenue models, which is very future oriented. So it is vital to explore.

Unit No.	Contents	Contact Hrs.
1.	Introduction to e-Marketing Past, Present & Future – E-Marketing Landscape, E-marketing’s Past - Web 1.0, E Marketing Present - Web 2.0, Future -Web 3.0, Strategic e-Marketing, E-Business Models – Online	10

	Revenue Models, Value Models, Strategic e-Business Models	
2.	E-Marketing Plan Overview, Process, Creating a E-Marketing Plan, Seven Steps –Situation Analysis, Strategic Planning, Objectives, E-Marketing Strategies – Product, Price, Distribution, Communication, Relationship Management; Implementation plan, Budget, Evaluation	10
3.) E-Marketing Environment Global e-Markets, Wireless Internet Access, Digital divide, Building inclusive e markets, social networking, Ethical and Legal Issues – Overview, Digital Property, Emerging issues	10
4.) E-Marketing Management Product : Online offer – Creating customer value online, Product Benefits, E Marketing enhanced product development; Price : Online Value – Buyer and seller	10

MBA-213-RM: RETAIL BRAND MANAGEMENT

L	T	P	C
3	1	0	4

RATIONALE

Retail Brand Management has economic significance of retailing, so it's knowledge will broaden the horizon of thinking of students.

Unit No.	Contents	Contact Hrs.
1.	Introduction to Retailing: Introduction, Meaning of Retailing, Economic Significance of Retailing, Retailing Management Decision Process, Product Retailing vs. Service Retailing, Types of Retailers, Retailing Environment, Indian vs. Global Scenario	10
2.	Retail Marketing Environment: Introduction, Understanding the Environment, Elements in a Retail Marketing Environment, Environmental Issues	10
3.	Retail Marketing Strategies: Introduction, Target Market and Retail Format, Strategy at different levels of Business, Building a Sustainable Competitive Advantage, The Strategic Retail Planning Process, Retail Models, Retail “EST” model	10
4.	E-Tailing: Introduction, E-Tailing, Role of Technology in Satisfying Market Demand, Technology in Retail Marketing Decisions, Structure and Developments in E-Tailing, Factors Influences the Growth of E-Tailing, Advantages & Disadvantages of E-Tailing, Future if Electronic Retailing	10

MBA-214-RM: RETAIL CONSUMER BEHAVIOUR

L	T	P	C
3	1	0	4

RATIONALE
Often said that “consumer is king”. So, knowledge about consumer is very important. So the relevancy to the students.

Unit No.	Contents
3.	Retail Consumer Behaviour: Consumer Markets, Population Analysis –Demographic Analysis, Consumer buying , Considerations Product Tangibility-Consumer Requirements-Buying Influences-Psychology factors-Personal factors-Social factors Consumer Decision Making Process
2.	Retailers and Retail Institutions: Types of Retailers, Functions of Retailers, Retailer’s Role in Quality Retailing, Classification of Retail Institutions, Factor influencing Generic Modal, Post-Purchase Consumer Behaviour, Basic Theories of Consumer Behaviour ,Factors Affecting Consumer Decision-Making, Retail Market Segmentation and Positioning, Indian Scenario of Market Segmentation.
3.	Retail Locations & Retail Merchandise Management:- Deciding on a Target Customer Group, Deciding a Retail Location, Successful Location and Retail Strategy, Types of Consumer Goods ,Shopping Centres, Estimating of Store Sales, Branding and Retailing Management in India, Merchandise Planning and Forecasting, Merchandise Mix, Factors Affecting the Merchandise Mix,
4.	Store Layout and Design:- Store Design and Retailing Image Mix, Retail site Location, Retail space Management, , Store Branding, Types of Store Layouts, Basics Rules for Space and Layout Management, Retail Pricing, Factors Affecting on Retailing Pricing Strategy ,Price of Services Consumer Responses to Prices.

MBA-215-RM: LOGISTIC AND SUPPLY CHAIN ASPECTS IN RETAIL

L	T	P	C
3	1	0	4

RATIONALE
Logistic and supply chain aspect in retail is very crucial. So dealing with aspects knowledge is only answer.

Unit No.	Contents	Contact Hrs.
1.	Logistic and Supply Chain Aspects in Retail: Introduction to Supply chain Management, The Retail Channel ,Planning of Supply chain operations- Sources Product, Making Products ,Product delivery and Return, The impact technology on Supply chain , How to measure Performance in Supply Chain	10
2.	Purchasing & Vendor management: Centralized and Decentralized purchasing, functions of purchase department and purchase policies. Logistics Management: Logistics as part of SCM, Logistics costs, different models, logistics sub-system, inbound and outbound logistics, Distribution and warehousing management.	10
3.	(trade off between stock out / working capital cost), lead time reduction, re-order point / re-order level fixation, Just-In-Time & Kanban System of Inventory management. Inventory Management: Concept, various costs associated with inventory, various EOQ models, buffer stock.	10
4.	Features and Implementation, Outsourcing-basic concept, Value Addition in SCM-concept of demand chain management. <i>Recent Issues in SCM</i> : , CRM Vs SCM, Benchmarking concept	10

MBA-216-RM: AGRICULTURE RETAIL MARKETING

L	T	P	C
3	1	0	4

RATIONALE

Agriculture Retail Marketing is very important for country like ours, so course need to be taught.

Unit No.	Contents	Contact Hrs.
1	Rural Marketing- Definition, Nature and Scope. Rural Markets- characteristics, importance and challenges & potential in rural markets. Rural Marketing environment. Understanding rural consumers- buying behaviour models, factors affecting consumer behavior, buying process.	10
2.	Rural Markets and STP (Segmenting, Targeting and Positioning).Rural Marketing Mix: Product strategy- product concepts and classification, new product development, product life cycle, packaging and branding in rural India. Pricing strategy- objectives, factors affecting pricing, methods of pricing. Communication strategy- objectives, methods and challenges in rural communication	10
3.	Rural Distribution strategy- distribution channels and organizing personal selling in rural markets. Role of IT in rural marketing (e-Choupals).Agricultural Marketing; concept, process and functions, types of agricultural markets, methods of sale, problems of agricultural marketing,	10
4.	Role of Central and State Governments Institutions and organizations in agricultural Marketing. Agricultural Price Commission. Nature, scope and role of co-operative marketing in India.	10

MBA-217: INTERNSHIP

Unit No.	Contents	Contact Hrs.
1.		40

MBA-221: INDUSTRY BASED PROJECT ON RETAIL MANAGEMENT

Unit No.	Contents	Contact Hrs.
1.	Industry based project work on Retail Management	200
2.		