# Curriculum & Syllabi

(Programme Credit Framework, Courses Credit Structure Semester wise for 4 Year Under Graduate Programme in Business Administration in Alignment with National Education Policy-2020)

## BACHELOR OF BUSINESS ADMINISTRATION [BBA(BA) HONS.] & [BBA(BA) HONS. WITH RESEARCH]

**(Business Analytics with IBM Sponsored Programme)**

## (4 YEAR UNDERGRADUATE DEGREE PROGRAMME)

**[W. e. f. 2024-25]**

**DEPARTMENT OF MANAGEMENT STUDIES**
**FACULTY OF MANAGEMENT & COMMERCE**
**SRM UNIVERSITY DELHI-NCR, SONEPAT**

**39, Rajiv Gandhi Education City,**
**Sonepat, Haryana-131029**

# MANAGEMENT GRADUATES EMPLOYABILITY ATTRIBUTES

| S. No. | EMPLOYABILITY ATTRIBUTES | DESCRIPTION |
|---|---|---|
| 1 | **Sound knowledge, Skills & Understanding of the domain area** | Students should have the fundamental knowledge of basic subjects and skills to apply in the domain area. |
| 2 | **Instilling pragmatic skills** | An understanding of management concepts and how management knowledge are used in real-world business settings. |
| 3 | **Developing communication and deliverable skills** | Ability to write and speak well - oral and written communication |
| 4 | **Inquisitiveness** | Eager to learn new things. |
| 5 | **Leadership Skills** | Ability to work as a member as well as leader in teams. |
| 6 | **Engagement Skills** | To have a strong sense of Commitment and involvement. |
| 7 | **Practical solution building capacity** | The ability to analyze a problem to develop workable solutions |
| 8 | **Universality skills** | Ability to work with diverse group of people and handle the pressure of work. |
| 9 | **Social responsibility** | A strong sense of ethics and integrity with the society |

# DEPARTMENT OF MANAGEMENT STUDIES

## PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

BBA is a four-year professional undergraduate course in Business Management. The course offers knowledge and training in management and leadership skills to prepare them for managerial roles and entrepreneurship. The course follows CBCS (Choice-Based Credit System) and is evaluated with a continuous grading system. The grading system provides uniformity in the evaluation and computation of cumulative grade points (CGPA) based on students' performance in examinations which enables them to move in a better way toward higher education. The curriculum is dispensed using a combination of classroom teaching, project-based learning, practical, group discussions, presentations, home assignments, industry interactions and exposure, internships and fieldwork. The program has a unique and innovative course structure.

The objectives of the course are:

**PEO 1:** To make students understand the basic principles of business analytics.

**PEO 2:** To impart knowledge of functional areas of management like HR, finance and marketing.

**PEO 3:** To learn various aspects, tools and techniques with reference to use and apply in business problems.

**PEO 4:** To learn to solve problems from various industries such as banking and finance, healthcare, insurance, retail, services, software etc.

**PEO 5:** To make students do projects, internship and other soft skill-based activity which prepares them for placement/employment.

**PEO 6:** To develop strengthening skills in research-based problem-solving and providing innovative solutions.

**DEPARTMENT OFMANAGEMENT STUDIES**

**PROGRAM LEARNING OUTCOMES (PLOs)**

The BBA with business analytics course, enabling them to move better for teaching, research and allied business administration. It serves the needs of academics and prepares students for research and teaching. The course is well received in the industry and for years they have been serving the needs of the managerial cadre in business and industry. BBA. Course offers research in diverse areas of management discipline and has a large base of research contribution. Teaching pedagogy is adopted to ensure all-around learning for the students. On the completion of this course, students will have the ability to:

**PLO 1:** To articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of business analytics.

**PLO 2:** To identify, formulate and provide innovative solution frameworks to real-world complex business and social problems across all functional areas of business.

**PLO 3:** To apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, economic and cultural issues and the consequent responsibilities relevant to professional management practices.

**PLO 4:** To identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing industries.

**PLO 5:** To comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

**PLO 6:** To pursue higher education and advance research in the field of management with a clear understanding for presenting innovative solutions.

**PLO 7:** To participate in wider societal concerns through engagement in the professional knowledge of project-based learning.

## MAPPING MATRIX OF PROGRAMME EDUCATIONAL OBJECTIVES (PEOs) AND PROGRAMME LEARNING OUTCOMES (PLOs)

| PLOs / PEOs | 01 | 02 | 03 | 04 | 05 | 06 | 07 |
|---|---|---|---|---|---|---|---|
| 01 | ■ | | ■ | | | | |
| 02 | | ■ | | | | | |
| 03 | | ■ | ■ | | | | ■ |
| 04 | | | | ■ | | | |
| 05 | | | | | ■ | | ■ |
| 06 | | | | | | ■ | |

**PROGRAMME STRUCTURE – (BBA (Business Analytics) Hons.)**
**(Business Analytics with IBM Sponsored Programme)**

The curriculum of BBA. Business Analytics with IBM Sponsored Programme will help students to get an insight into the tricks & acumen necessary for competent handling of business and segments constituting it. BBA. Programme also helps the students in sharpening the managerial skills & soft skills necessary for conducting routinized and specialized task in the real work-life scenario. The credit requirements for their Programme of study are comprised of the following Programme Structure:

- **Major Courses included IBM Sponsored Courses**

The core courses are aimed at providing the student with a solid foundation in their chosen field of study as per Industry 5.0 skills and knowledge that includes effective collaborations of human and machine. The purpose of core courses is to lay a strong foundation of basic principles of various disciplines such as Business Analytics, Human Resource, Marketing, International Business, accounting and finance in the mind of the learners so that they proceed to the best of their years of study with up-to-date knowledge. Some core courses are interdisciplinary due to their requirements in the management Programme. IBM Courses lay foundation and then advance knowledge among the students concerning algorithms related to analytics. These courses are taught by IBM professionals and administered on departmental level.

- **Minor stream courses:**

Discipline-specific elective courses may be offered by the main discipline/subject of study is referred to as Functional Elective and minor courses. The functional electives, on the other hand, provide the student with an option to gain exposure to different specializations within the discipline, or an opportunity to study two of the subfields in some depth. A student may opt for any two electives belonging to any two specializations and increase the probability of employment in the coming years. Once a group has been selected, no change in selected groups will be allowed later. Both papers of the selected specialization will be taught from the V semester to the VII semester. These courses are interdisciplinary due to their requirements in the management program.

- **Multidisciplinary Courses (MDC):**

Multidisciplinary courses are offered in the I, II, III and IV semesters. The aim of introducing these courses is to broaden the intellectual knowledge of students in the fields related to management, computers, law and other fields.

- **Ability Enhancement courses (AEC)**:

Mandated by the University Grant Commission, Ability Enhancement Courses aim to hone the social and leadership skills that are crucial for students to succeed in their personal and professional life. Ability enhancement courses are offered in the 1st and 2nd Semesters.

- **Skill Enhancement Courses (SEC)- Technical & Soft Skills:**

Under Skill Enhancement Courses five (SEC) with defined nomenclature and course content for BBA graduates from 1st Semester to 5th semester are offered. By gaining new skills and knowledge, students can make more valuable to potential employers and broaden the origin of learners. This will include Digital Literacy and IT Skills, Advanced Excel/Power BI, SPSS, Essentials of Block Chain, Effective Communication Skills, Teamwork & Interpersonal Skills, Presentation & Speaking Skills and Professional Writing and Interpersonal skill: strategies.

- **Value Added Courses (VAC)**:

These courses help to develop students' interpersonal skills, technical skills, life skills and employability skills to meet industry demands as well as their own interest and aptitude. These courses are offered from the 1st to the 4th Semester. These are intended to impart knowledge regarding our constitution, Environment, Technology and Physical Fitness through Sports Yoga etc.

- **Research Project & Dissertation:**

A student pursuing a four-year undergraduate program shall be awarded the Honors degree with research. Students pursuing Hons. would complete 12 Credits of Research/Dissertation. Students pursuing Hons. will do 2 Courses of 8 Credits in lieu of the Research Project in the VII Semester and a Summer Internship of 6 to 8 weeks in lieu of the Research Project in the VIII Semester.

- **Live Projects/Fieldwork/Vocational Courses/Summer Internship (LP/VC/SIP)**

Fieldwork and Live projects will be taken during the II, IV and VI semester. Students will work on one more project pertaining to their chosen domain. After semester IV, students are directed to prepare one summer internship project on the basis of internship which is scheduled for 6-8 weeks and evaluation will be done in the sixth semester and VIII semester to complete the BBA honors with research. Each student undertakes a project to be pursued by him/her under the supervision of internal faculty to be appointed by the Head of Department. The project should be based on Primary data and in the case of secondary data quality of the project should be justified by the supervisor. The title of the project and the name of the supervisor should be approved by the Head of the department.

# Four Year Under Graduate BBA(BA(Hons.) Programme Structure in Alignment with NEP-2020 in SRMUH W.e.f. Academic Year 2023-24

| S.No. | Broad Category of Courses | Abbreviation |
|---|---|---|
| 1 | Major Courses | DSC/Interdisciplinary Courses (IDC) |
| 2 | Minor Stream Courses | Interdisciplinary Courses (IDC)/DSE |
| 3 | Multidisciplinary Courses | MDC |
| 4 | Ability Enhancement Courses | AEC |
| 5 | Skill Enhancement Courses | SEC |
| 6 | Value Added Courses | VAC |
| 7 | Summer Internship | SIP* |
| 8 | Research Project/Dissertation | RP/Dissertation** |

* Students would require to complete SIP during the summer term of 6 to 8 weeks.

**Students pursuing Hons. will do 3 courses for 12 Credits in lieu of a Research Project/Dissertation.

**Students pursuing Hons. with Research would complete 12 Credits of Research/Dissertation.

# Four Year Under Graduate BBA (BA (Hons.) Programme Credit Structure in Alignment with NEP-2020 in SRMUH w.e.f. Academic Year 2023-24

| Sl. No. | Course Category | Abbreviation | Credit Requirement in SRMUH | | |
|---|---|---|---|---|---|
| | | | 3 Year UG | 4 Year UG | |
| | | | | BBA | BBA with Research |
| 1 | Major Courses | DSC/Interdisciplinary Courses (IDC)/Business Analytics courses | 72 | 96 | 96 |
| 2 | Minor Stream Courses | Interdisciplinary Courses (IDC)/DSE | 24 | 32 | 24 |
| 3 | Multidisciplinary Courses | MDC | 12 | 12 | 12 |
| 4 | Ability Enhancement Courses | AEC | 8 | 8 | 8 |
| 5 | Skill Enhancement Courses | SEC | 10 | 10 | 10 |
| 6 | Value Added Courses | VAC | 6 | 6 | 6 |
| 7 | Live Projects/Fieldwork/Vocational Courses/Summer Internship | LP/VC/SIP* | 14 | 14 | 14 |
| 8 | Research Project/Dissertation | RP/Dissertation** | 0 | 4 | 12 |
| | **TOTAL** | | **146** | **182** | **182** |

* **Students would require to complete SIP during the summer training after IV semester of 6 to 8 weeks.**

****Students pursuing Hons. will do 3 courses for 12 Credits in lieu of a Research Project/Dissertation.**

****Students pursuing Hons. will do 2 courses of 4 credits each and one dissertation of 4 credits in lieu of a Research project.**

# Four Year Under Graduate BBA(BA(Hons.)) Programme Credit Structure Semester wise in Alignment with NEP-2020 in SRMUH w.e.f. Academic Year 2023-24

## BBA (Business Analytics with IBM Sponsored Programme) Structure

| Four Year Under Graduate BBA Programme Credit Structure Semesterwise in alignment with NEP-2020 in SRMUH w.e.f. Academic Year 2023-24 | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| Department of Management Studies | | | | | | | | | | |
| Semester | Broad Category of Courses | | | | | | | | Total Credits | Remarks |
| | Major | Minor | Multidisciplinary | AEC | SEC | VAC | RP /Dissertation | Live Projects/ Vocational Courses/ Summer Internship | | |
| I | 12 | | 3 | 4 | 2 | 2 | | | 23 | Certificate: 46 Credits |
| II | 12 | | 3 | 4 | 2 | | | 2 | 23 | |
| III | 12 | 4 | 3 | | 2 | 2 | | | 23 | Diploma: 94 Credits |
| IV | 12 | 4 | 3 | | 2 | 2 | | 2 | 25 | |
| V | 12 | 8 | | | 2 | | | 4 | 26 | Degree: 146 Credits |
| VI | 12 | 8 | | | | | | 2+4 | 26 | |
| VII | 12 | 8* | | | | | 6** | | 20*/18** | Hons./Hons. with Research: 182 Credits |
| VIII | 12 | | | | | | 4*/6** | 4* | 16*/18** | |
| | | | | | | | | | | |
| 3 Years | 72 | 24 | 12 | 8 | 10 | 6 | 0 | 14 | 146 | |
| 4 Years | 96 | 24**/32* | 12 | 8 | 10 | 6 | 4*/12** | 14*/14** | 182*/182** | |

***Students pursuing Hons. Will do 2 courses of 4 credits each and one dissertation of 4 credits in lieu of a Research project.**

****Students pursuing Hons. will do 3 courses for 12 Credits in lieu of a Research Project/Dissertation.**

**Four Year Under-Graduate BBA (BA (Hons.) Programme Courses Credit Structure Semester wise in Alignment with NEP-2020 in SRMUH w.e.f. Academic Year 2023-24**

| | First Semester | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Sl.No.** | **Course Code** | **Course Title** | **L** | **T** | **P** | **Hours** | **Credits** | **Course Category** |
| 1 | 23BBA101 | Principles and Practices of Management | 4 | 0 | 0 | 4 | 4 | Major Course |
| 2 | 23BBA102 | Financial Accounting | 4 | 0 | 0 | 4 | 4 | Major Course |
| 3 | 23BBA103 | Principles of Marketing | 4 | 0 | 0 | 4 | 4 | Major Course |
| 4 | | MDC-I | 3 | 0 | 0 | 3 | 3 | Multidisciplinary Course |
| 5 | 23AEC101 | Functional English-I | 2 | 0 | 0 | 2 | 2 | Ability Enhancement Course |
| 6 | 23FLFR /23FLGR/23 HIN101-I | French/German/Hindi- I | 2 | 0 | 0 | 2 | 2 | Ability Enhancement Course |
| 7 | 23SS151 | Effective Communication Skills | 0 | 0 | 2 | 2 | 1 | Skill Enhancement Course |
| 8 | 23TS101 | Digital Literacy & IT Skills | 0 | 0 | 2 | 2 | 1 | Skill Enhancement Course |
| 9 | 23VAC103 | Sports, Yoga & Fitness | 0 | 0 | 4 | 4 | 2 | Value Added Course |
| **TOTAL** | | | | | | **27** | **23** | |
| | | | | | | | | |
| | **Second Semester** | | | | | | | |
| **Sl.No.** | **Course Code** | **Course Title** | **L** | **T** | **P** | **Hours** | **Credits** | **Course Category** |
| 1 | 23BBA201 | Fundamentals of O. B | 4 | 0 | 0 | 4 | 4 | Major Course |
| 2 | 23BBA202 | Cost and Management Accounting | 4 | 0 | 0 | 4 | 4 | Major Course |
| 3 | 23BBA203/ 19BBB1205 | Business Law/Data Analytics Fundamentals | 4 | 0 | 0 | 4 | 4 | Major Course |
| 4 | | MDC-II | 3 | 0 | 0 | 3 | 3 | Multidisciplinary Course |
| 5 | 23AEC201 | Functional English-II | 2 | 0 | 0 | 2 | 2 | Ability Enhancement Course |
| 6 | 23FLFR /23FLGR/23 HIN101-I | French/German/Hindi-II | 2 | 0 | 0 | 2 | 2 | Ability Enhancement Course |
| 7 | 23SS252 | Teamwork and Interpersonal skills | 0 | 0 | 2 | 2 | 1 | Skill Enhancement Course |
| 8 | 24TS201 | Advanced Excel | 0 | 0 | 2 | 2 | 1 | Skill Enhancement Course |
| 9 | 23BBA204P | *Community Engagement and Service | 0 | 0 | 0 | 0 | 2 | Fieldwork |
| **TOTAL** | | | | | | **23** | **23** | |
| | ***Students would require to go to nearby villages for Community Engagement and Service<br>**On exit, students shall be awarded a UG Certificate (in the field of study/discipline) on securing the requisite 46 Credits on completion of II-Semester.** | | | | | | | |

| | Third Semester | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Sl. No.** | **Course Code** | **Course Title** | **L** | **T** | **P** | **Hours** | **Credits** | **Course Category** |
| 1. | 23BBA301 | Creating an Entrepreneurial Mindset | 4 | 0 | 0 | 4 | 4 | Major Course |
| 2. | 23BBA302/ 19BBB1301 | Quantitative Techniques for Managers/ Data Engineering for Analytics | 3 | 0 | 2 | 5 | 4 | Major Course |
| 3. | 23BBA303 | Digital Marketing | 4 | 0 | 0 | 4 | 4 | Major Course |
| 4. | 23BBA304 | Micro Economics | 4 | 0 | 0 | 4 | 4 | Minor Course |
| 5. | | MDC-III | 3 | 0 | 0 | 3 | 3 | Multidisciplinary Course |
| 6. | 23SS353 | Presentation Skills | 0 | 0 | 2 | 2 | 1 | Skill Enhancement Courses |
| 7. | 23TS301 | Spreadsheet Tools for Financial Predictions | 0 | 0 | 2 | 2 | 1 | Skill Enhancement Courses |
| 8. | 23VAC102 | Indian Constitution & Polity | 2 | 0 | 0 | 2 | 2 | Value Added Courses |
| **TOTAL** | | | | | | **26** | **23** | |

| | Fourth Semester | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Sl. No.** | **Course Code** | **Course Title** | **L** | **T** | **P** | **Hours** | **Credits** | **Course Category** |
| 1. | 24BBA401 | Business Research Methods | 4 | 0 | 0 | 4 | 4 | Major Course |
| 2. | 23BBA402 | Human Resource Management | 4 | 0 | 0 | 4 | 4 | Major Course |
| 3 | 23BBA403/ 19BBB1404 | Corporate law/ Dashboard Analytics and Reporting with BI | 3 | 0 | 2 | 5 | 4 | Major Course |
| 4 | 23BBA404 | Macro Economics | 4 | 0 | 0 | 4 | 4 | Minor Course |
| 5 | | MDC-IV | 3 | 0 | 0 | 3 | 3 | Multidisciplinary Course |
| 6 | 23SS454 | Professional Skills | 0 | 0 | 2 | 2 | 1 | Skill Enhancement Courses |
| 7 | 24TS401 | Statistical Analysis with SPSS | 0 | 0 | 2 | 2 | 1 | Skill Enhancement Courses |
| 8 | 23VAC101 | Environment Protection & Sustainable Development | 2 | 0 | 0 | 2 | 2 | Value Added Courses |
| 9 | 23BBA405P | Live Project-I | 0 | 0 | 0 | 0 | 2 | Live Project |
| **TOTAL** | | | | | | **26** | **25** | |
| | ***Students would require to complete Live Project during the semester<br>**On exit, students shall be awarded a UG Diploma (in the field of study/discipline) on securing the requisite 94 Credits on completion of IV-Semester.** | | | | | | | |

| | Fifth Semester |
|---|---|

| Sl.No. | Course Code | Course Title | L | T | P | Hours | Credits | Course Category |
|---|---|---|---|---|---|---|---|---|
| 1 | 23BBA501/ 19BBB1502 | Production and Operations Management/ Statistics Fundamental for Analytics | 3 | 0 | 2 | 5 | 4 | Major Course |
| 2 | 24BBA502 | E-Commerce | 4 | 0 | 0 | 4 | 4 | Major Course |
| 3 | 23BBA503 | Fundamentals of Financial Management | 4 | 0 | 0 | 4 | 4 | Major Course |
| 4 | 23BBA504 HR/F/M | DSE-I HR/Mkt/Finance/IB | 4 | 0 | 0 | 4 | 4 | Minor Course(DSE) |
| 5 | 23BBA505 HR/F/M | DSE-II HR/Mkt/Finance/IB | 4 | 0 | 0 | 4 | 4 | Minor Course (DSE) |
| 6 | 24AR555 | Aptitude and Reasoning | 0 | 0 | 2 | 2 | 1 | Skill Enhancement Course |
| 7 | 23TS501 | Essentials of Block chain and IoT | 0 | 0 | 2 | 2 | 1 | Skill Enhancement Course |
| 8 | 23BBA506P | Summer Internship Project* | 0 | 0 | 0 | 0 | 4 | Summer Internship |
| **TOTAL** | | | | | | **25** | **26** | |

| | **Sixth Semester** | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Sl.No.** | **Course Code** | **Course Title** | **L** | **T** | **P** | **Hours** | **Credits** | **Course Category** |
| 1 | 23BBA601/ 19BBB1602 | Introduction to Business Strategy/ Analytics with R | 3 | 0 | 2 | 5 | 4 | Major Course |
| 2 | 23BBA602 | Income tax law and Practice | 4 | 0 | 0 | 4 | 4 | Major Course |
| 3 | 23BBA603 | Business Ethics and CSR | 4 | 0 | 0 | 4 | 4 | Major Course |
| 4 | 23BBA604 HR/F/M | DSE-III HR/Mkt/Finance/IB | 4 | 0 | 0 | 4 | 4 | Minor Course (DSE) |
| 5 | 23BBA605 HR/F/M | DSE-IV HR/Mkt/Finance/IB | 4 | 0 | 0 | 4 | 4 | Minor Course (DSE) |
| 6 | 23VOC607 | Project Management | 4 | 0 | 0 | 4 | 4 | Vocational Course |
| 7 | 23BBA606P | Live Project-II | 0 | 0 | 0 | 0 | 2 | Live Project |
| **TOTAL** | | | | | | **25** | **26** | |

**Note**

***Students would require to complete a summer internship program during the summer term of 6-8 weeks after completion of the IV semester and present the report for evaluation in the V semester.**

****Students would require to complete Live Project during the VI semester**

*****On exit, students shall be awarded a Bachelor of Business Administration (BBA) degree on securing the requisite 146 Credits on completion of VI-Semester.**

| | Seventh Semester | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Sl. No.** | **Course Code** | **Course Title** | **L** | **T** | **P** | **Hours** | **Credits** | **Course Category** |
| 1 | 23BBA701 | Business Ecosystem and Environment | 4 | 0 | 0 | 4 | 4 | Major Course |
| 2 | 23BBA702 | Goods and Service Tax | 4 | 0 | 0 | 4 | 4 | Major Course |
| 3 | 23BBA703 | International Business Management | 4 | 0 | 0 | 4 | 4 | Major Course |
| 4 | 23BBA704HR/F/M | DSE-V* HR/Mkt/Finance/IB | 4 | 0 | 0 | 4 | 4 | Major/Minor Course* (DSE) (Students pursuing Hons. degree) |
| 5 | 23BBA 705HR/F/M | DSE-VI* HR/Mkt/Finance/IB | 4 | 0 | 0 | 4 | 4 | Major/Minor Course* (DSE) (Students pursuing Hons. degree) |
| 6 | 23BBA706P | Research Project-I** | 0 | 0 | 0 | 0 | 6 | Research Project** (Students pursuing Hons. with Research degree) |
| **TOTAL** | | | | | | **20/12** | **20*/18**** | |

| | Eighth Semester | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Sl. No. | **Course Code** | **Course Title** | **L** | **T** | **P** | **Hours** | **Credits** | **Course Category** |
| 1 | 23BBA801 | Corporate Governance | 4 | 0 | 0 | 4 | 4 | Major Course |
| 2 | 23BBA802 | Supply Chain Management | 4 | 0 | 0 | 4 | 4 | Major Course |
| 3 | 23BBA803 | Diversity and Business Sustainability | 4 | 0 | 0 | 4 | 4 | Major Course |
| 4 | 23BBA804P | Dissertation* | 0 | 0 | 0 | 0 | 4 | Summer Internship*(Students pursuing Hons. degree) |
| 5 | 23BBA805P | Research Project-II** | 0 | 0 | 0 | 0 | 6 | Research Project (Students pursuing Hons. with Research degree) |
| **TOTAL** | | | | | | **12** | **16*/18**** | |
| | ***Students pursuing Hons. Would require to do 2 courses of 4 credits each in lieu of a Research Project in VII Semester and one dissertation in the VIII semester.**<br>****Students pursuing BBA Hons. With research world complete 12 Credits of Research Project.**<br>***** On completion of the VIII Semester, students shall be awarded a Bachelor of Business Administration degree (BBA Hons. or BBA Hons. with Research) after securing the requisite 182/182 Credits.** | | | | | | | |

# Table-1
# Multidisciplinary Courses (MDC)

| MULTIDISCIPLINARY COURSES (MDC) | | |
|---|---|---|
| **Total : 12 (3*4) Credits** | | |
| **Sl. No.** | | **Credits** |
| 1 | MDC-I | 3 |
| 2 | MDC-II | 3 |
| 3 | MDC-III | 3 |
| 4 | MDC-IV | 3 |
| **NOTE** | | |
| **1. These Courses will be of Introductory Level and shall be of 3 Credits.** | | |
| **2. Students will not be allowed to choose or repeat the Course already gone through in XII class and present Major & Minor Streams** | | |
| *** Course shall be based on applications, tools & techniques** | | |

# Table-2
# Ability Enhancement Courses (AEC)

| ABILITY ENHANCEMENT COURSES | | |
|---|---|---|
| **Total: 8 (2*4) Credits** | | |
| **Sl. No.** | **Course Name** | **Credits** |
| 1 | Functional English-I | 2 |
| 2 | Functional English-II | 2 |
| 3 | French-I/German-I/Hindi-I | 2 |
| 4 | French-II/German-II/Hindi-II | 2 |
| **NOTE:** | | |
| **1. All Courses are compulsory in this category and there is a choice among language courses** | | |

# Table-3
# Skill Enhancement Courses (SEC)

| Soft Skills Courses | | | | | |
|---|---|---|---|---|---|
| **Total: 5 (1*5) Credits** | | | | | |
| **Sl. No.** | **Name of the Course** | **L** | **T** | **P** | **Credits** |
| 1 | Effective Communication Skills | 0 | 0 | 2 | 1 |
| 2 | Team Work & Interpersonal Skills | 0 | 0 | 2 | 1 |
| 3 | Presentation & Speaking Skills | 0 | 0 | 2 | 1 |
| 4 | Professional Writing Skills & Interpersonal Skills: Strategies | 0 | 0 | 2 | 1 |
| 5 | Aptitude & Reasoning | 0 | 0 | 2 | 1 |
| **Technical Skills Courses** | | | | | |
| **Total: 5 (1*5) Credits** | | | | | |
| 1 | Digital Literacy & IT Skills | 0 | 0 | 2 | 1 |
| 2 | Advanced Excel/Power BI | 0 | 0 | 2 | 1 |
| 3 | Spreadsheet tools for Financial Predictions | 0 | 0 | 2 | 1 |
| 4 | Statistical analysis with SPSS & R | 0 | 0 | 2 | 1 |
| 5 | Essentials of Block Chain & IoT | 0 | 0 | 2 | 1 |

**NOTE: Students will be offered all the Ten Skill enhancement courses**

# Table-4

# Value Added Courses (VAC)

| Sl. No. | Course Title | L | T | P | Credits |
|---|---|---|---|---|---|
| 1 | Sports, Yoga & Fitness | 0 | 0 | 4 | 2 |
| 2 | Indian Constitution & Polity | 2 | 0 | 0 | 2 |
| 3 | Environment Protection, Sustainable Development | 2 | 0 | 0 | 2 |

# Table-5

# Vocational Courses

# Total: 4 (4*1) Credits

| Sl. No. | | L | T | P | Credits |
|---|---|---|---|---|---|
| 1 | Project Management | 4 | 0 | 0 | 4 |

# Table: 6
# List of Core Courses

| S. No | Course Type | Course code | Subject | Credits |
|---|---|---|---|---|
| 1 | Major course | 23BBA101 | Principles and Practices of Management | 4 |
| 2 | Major course | 23BBA102 | Financial Accounting | 4 |
| 3 | Major course | 23BBA103 | Principles of Marketing | 4 |
| 4 | Major course | 23BBA201 | Fundamentals of O.B | 4 |
| 5 | Major course | 23BBA202 | Cost and Management Accounting | 4 |
| 6 | Major course | 23BBA 203/**19BBB1205** | Business Law/ **Data Analytics Fundamentals** | 4 |
| 7 | Major course | 23BBA301 | Creating an Entrepreneurial Mindset | 4 |
| 8 | Major course | 23BBA302/ **19BBB1301** | Quantitative Techniques for Managers/ **Data Engineering for Analytics(T)** | 4 |
| 9 | Major Course | 23BBA303 | Digital Marketing | 4 |
| 10 | Major Course | 24BBA401 | Business Research Methods | 4 |
| 11 | Major Course | 23BBA402 | Human Resource Management | 4 |

| | | | | |
|---|---|---|---|---|
| 12 | Major Course | 23BBA403/ **19BBB1404** | Corporate Law/ **Dashboard Analytics and Reporting with BI(T)** | 4 |
| 13 | Major Course | 23BBA501/ **19BBB1503** | Production and Operations management/ **Statistics Fundamental for Analytics** | 4 |
| 14 | Major Course | 24BBA502 | E-Commerce | 4 |
| 15 | Major Course | 23BBA503 | Fundamentals of Financial Management | 4 |
| 16 | Major Course | 23BBA601/**19BBB1602** | Introduction to Business Strategy/**Analytics with R** | 4 |
| 17 | Major Course | 23BBA602 | Income tax, law and Practice | 4 |
| 18 | Major course | 23BBA603 | Business Ethics and CSR | 4 |
| 19 | Major course | 23BBA701 | Business Ecosystem and Environment | 4 |
| 20 | Major course | 23BBA702 | Goods and Service Tax | 4 |
| 21 | Major course | 23BBA703 | International Business Management | 4 |
| 22 | Major Course | 23BBA801 | Corporate Governance | 4 |
| 23 | Major Course | 23BBA802 | Supply Chain Management | 4 |
| 24 | Major Course | 23BBA803 | Diversity and Business Sustainability | 4 |

## Table-7
## Minor courses/Discipline Specific Electives

| | | | |
|---|---|---|---|
| 1 | 23BBA304 | Micro Economics | 4 |
| 2 | 23BBA404 | Macro Economics | 4 |
| 3 | 23BBA504F | Principles of Banking and Insurance | 4 |
| 4 | 23BBA505F | Security Analysis and Portfolio Management | 4 |
| 5 | 24BBA604F | Financial Institutions and Markets | 4 |
| 6 | 23BBA605F | Corporate Valuation | 4 |
| 7 | 24BBA704F | Stock Market Operations | 4 |
| 8 | 23BBA705F | Merchant Banking and Financial Services | 4 |
| 9 | 23BBA504M | Consumer Behavior | 4 |
| 10 | 23BBA505M | Marketing of Services | 4 |
| 11 | 23BBA604M | Industrial Marketing | 4 |
| 12 | 23BBA605M | Fundamentals of Sales and Distribution | 4 |
| 13 | 23BBA704M | Foundations of Branding | 4 |
| 14 | 23BBA705M | International Marketing | 4 |
| 15 | 23BBA504HR | HRD system and strategies | 4 |
| 16 | 24BBA505HR | Introduction to Performance Management | 4 |
| 17 | 23BBA604HR | Introduction to Human Resource Planning | 4 |
| 18 | 23BBA605HR | Industrial Relations and Labour Laws | 4 |
| 19 | 24BBA704HR | HR Metric and Analytics | 4 |
| 20 | 23BBA705HR | Compensation Management | 4 |
| 21 | 23BBA504IB | International Business | 4 |
| 22 | 23BBA505IB | Fundamentals of International Trade | 4 |
| 23 | 23BBA604IB | Global Strategic Management | 4 |
| 24 | 23BBA605IB | Transnational and Cross-Cultural Marketing | 4 |
| 25 | 23BBA704IB | Global Logistics Management | 4 |
| 26 | 23BBA705IB | Foreign Trade Policy | 4 |

## Table-8
## List of IBM Sponsored Courses

| Sr. No. | Course Type | Course Code | Subject | P | C |
|---|---|---|---|---|---|
| 1. | IBM Sponsored Course | 19BBB1205 | Data Analytics Fundamentals | 0 | 4 |
| 2. | IBM Sponsored Course | 19BBB1301 | Data Engineering for Analytics(T) | 0 | 3 |
| 3. | IBM Sponsored Course Lab | 19BBB1301 P | Data Engineering for Analytics (Lab) | 2 | 1 |
| 4. | IBM Sponsored Course | 19BBB1404 | Dashboard Analytics and Reporting with BI(T) | 0 | 3 |
| 5 | IBM Sponsored Course Lab | 19BBB1404 P | Dashboard Analytics and Reporting with BI(lab) | 2 | 1 |
| 6 | IBM Sponsored Course | 19BBB1502 | Statistics Fundamental for Analytics(T) | 0 | 3 |
| 7 | IBM Sponsored Course Lab | 19BBB1502 P | Statistics Fundamental for Analytics (Lab) | 2 | 1 |
| 8 | IBM Sponsored Course | 19BBB1602 | Analytics with R (T) | 0 | 3 |
| 9 | IBM Sponsored Course lab | 19BBB1602 P | Analytics with R | 2 | 1 |

## Four Year Undergraduate Programme (BBA(BA) Hons. & BBA(BA) Hons. with Research): Examination, Assessment & Evaluation System in SRMUH w.e.f. Academic Year 2023-24

- An Academic Year is divided into Two Semesters and a minimum of 90 working days in each Semester.
- A Summer Term is for 6 to 8 Weeks during the Summer Vacation.
- Assessment would be conducted in Semester wise. It would be Formative and Summative.
- Assessment would be Learning Outcome Based and more focus would be on formative Assessment
- Formative Assessment includes various parameters such as Assignments, Assignment based Presentation/Project Based Presentation/Presentation, Class Test /Quizzes/ Surprise Tests /Class Participation etc.

## Table-9

**Four Year Under Graduate BBA(BA)(Hons.) Programme: Examination, Assessment & Evaluation System in SRMUH w.e.f. Academic Year 2023-24**

| Course Category | Examination | Assessment & Evaluation Details | |
|---|---|---|---|
| | | Continuous | End Semester |
| Major Courses | Theory | 40 | 60 |
| | Practical | 60 | 40 |
| Minor Courses | Theory | 40 | 60 |
| | Practical | 60 | 40 |
| Multidisciplinary Courses | Theory | 40 | 60 |
| | Practical | 60 | 40 |
| SEC | | 70 | 30 |
| VAC * (Sports, Yoga & Fitness) | | 70 | 30 |
| Live Projects/Vocational Courses /Summer Internship | | 60 | 40 |
| Research Project / Dissertation | | 70 | 30 |

## Summer Internships in alignment with NEP-2020 in SRMUH

# w.e.f. Academic Year 2023-24

The Summer Internship would be conducted in the summer term of 6 to 8 Weeks:

a). 2 Credits comprising of Fieldwork and **Live Projects** during II, IV and VI Semester.

b). 4 Credits comprising of **Vocational Course** in VI semester**.**

c). 4 Credits comprising of **Summer Internship** during the summer term of 6 to 8 weeks after the IV semester

d).12 Credit comprising of **Research Project I and II** during VII and VIII Semester for those who opted for honors with research.

## List of Live Project/ Summer Internship Project/Dissertation

| Sr. No. | Course Code | Subject | P | C |
|---|---|---|---|---|
| 1 | 23BBA204P | Community Engagement and Service | | 2 |
| 2 | 23BBA405P | Live Project-I | | 2 |
| 3 | 23BBA506P | Summer Internship Project | | 4 |
| 4 | 23BBA606 P | Live Project-II | | 2 |
| 5 | 23BBA706P | Research Project-I | | 6 |
| 6 | 23BBA804P | Dissertation | | 4 |
| 7 | 23BBA805P | Research Project-II | | 6 |

# CURRICULUM

## Bachelor of Business Administration

## [BBA (BUSINESS ANALYTICS (HONS.)]

## [BBA (Business Analytics) in Association with IBM)]

**COURSE CONTENT OF ALL SEMESTERS WITH SPECIALISATIONS**

# SEMESTER I

| Principles & Practices of Management | |
|---|---|
| Course Code: 23BBA101 | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: Nil | Course Category: Major Course |

**COURSE OBJECTIVES (COs)**

1. To provide students with a foundational understanding of the principles and theories of management, including classical, neoclassical, and modern approaches.
2. To familiarize students with the functions of management, including planning, organizing, leading, and controlling, and their significance in organizational success.
3. To explore various management practices and techniques used in contemporary organizations, such as decision-making, communication and motivation.
4. To analyze the role of managers in different organizational contexts, including for-profit, nonprofit, and public sector organizations, and across various industries and sectors.
5. To develop understanding of ethics in business along with leadership tactics.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of the course, students would be able to:

1. Identify and explain key management principles and theories, including their historical development and relevance in contemporary management practice.
2. Apply management functions and techniques to analyze and solve complex organizational problems, both individually and in teams.
3. Demonstrate effective communication and interpersonal skills in diverse organizational settings, including the ability to articulate ideas, listen actively, and negotiate effectively.
4. Evaluate the effectiveness of management practices and strategies in achieving organizational objectives, considering factors such as efficiency, effectiveness, and sustainability.
5. Demonstrate ethical awareness and decision-making skills by analyzing ethical dilemmas and applying ethical frameworks to managerial decision-making processes

**MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| **COURSE OBJECTIVES (COs)** | **COURSE LEARNING OUTCOMES (CLOs)** | | | | |
|---|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** | **CLO 5** |
| **CO 1** | | | | | |
| **CO 2** | | | | | |
| **CO 3** | | | | | |

| Financial Accounting | |
|---|---|
| Course Code: 23BBA102 | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Major Course |

**COURSE OBJECTIVES (COs)**

1. To introduce students to the fundamental principles and concepts of financial accounting.
2. To develop students' understanding of the accounting equation and the double-entry system.
3. To familiarize students with the preparation, presentation, and interpretation of financial statements.
4. To enable students to analyze and interpret financial information for decision-making purposes.
5. To provide students with an understanding of the regulatory framework and ethical considerations in financial accounting.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Understand the basic principles and concepts of financial accounting and apply them to real-world scenarios.
2. Demonstrate proficiency in the use of the accounting equation and the double-entry system to record transactions accurately.
3. Prepare and analyze financial statements, including the balance sheet, income statement, and cash flow statement.
4. Interpret financial statements to assess the financial performance and position of an entity.
5. Identify and evaluate ethical issues and apply relevant accounting standards and regulations in financial reporting.

**MAPPING MATRIX OF COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO1 | CLO2 | CLO3 | CLO4 | CLO5 |
| CO1 | | | | | |
| CO2 | | | | | |
| CO3 | | | | | |
| CO4 | | | | | |
| CO5 | | | | | |

| Principles of Marketing | |
|---|---|
| Course Code: 23BBA103 | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Core |

**COURSE OBJECTIVES (COs)**

1. To expose students to the functions and importance of Marketing.
2. To develop student's knowledge about marketing concepts.
3. To equip students with knowledge of marketing mix and its environment.
4. To enlighten students about branding.
5. To develop student's knowledge about consumer behavior.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Understand the fundamentals of marketing to take better marketing decisions.
2. Get understanding about the nuances and complexities involved in marketing concepts.
3. Understand various factors of marketing environment and marketing mix.
4. Develop skills through peer learning that will enable them do branding.
5. Understand the fundamentals of consumer behavior.

**MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO 5 |
| CO1 | | | | | |
| CO2 | | | | | |
| CO3 | | | | | |
| CO4 | | | | | |
| CO5 | | | | | |

**COURSE CONTENT**

**Unit-I**

**Marketing – An Overview**

Introduction, Types of Markets, Evolution of Marketing, Scope of Marketing, Importance of Marketing, Functions of Marketing,, Market Myopia, Marketing Environment, Difference between Marketing and Selling.

**Unit-II**

**Marketing Mix: Product and Price Decision**

Product Decision: concept and importance, Product classifications; Product Life Cycle, New Product Development stages, Product mix, Price Decision: Concept of pricing, Pricing Methods and strategies, Factors affecting price of a product.

| ADVANCE EXCEL | |
|---|---|
| **Course Code:24TS101** | **Continuous Evaluation: 70 Marks** |
| **Credits: 1** | **End Semester Examination: 30 Marks** |
| **L T P : 0-0-2** | **Course Type: Skill Enhancement Course** |
| **Pre-requisite: Student must have basic knowledge of excel.** | |

**COURSE OBJECTIVES (COs)**

1. To provide students with a deep understanding of Excel's advanced tools and functionalities, which can be used for complex data analysis and reporting.
2. To empower students to effectively manage and analyze large datasets, optimizing decision-making processes in a business or research environment.
3. To introduce students to advanced data visualization techniques for more effective data presentation.
4. To equip students with the necessary skills to automate repetitive tasks using macros and VBA scripting.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Use a wide range of advanced functions and formulas to perform intricate calculations and data lookups.
2. Develop proficiency at manipulating large datasets, using tools such as PivotTables, advanced filtering, and data validation, thereby facilitating in-depth data analysis and decision-making.
3. Capable of creating insightful and interactive visualizations, allowing for clearer communication of data findings and business insights.
4. Attain foundational skills in macro recording and VBA scripting, enabling them to automate repetitive tasks, thereby increasing their efficiency in data management and analysis.

**MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES.**

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

| DIGITAL LITERACY & IT SKILLS | |
|---|---|
| **Course Code:23TS101** | **Continuous Evaluation: 70 Marks** |
| **Credits: 1** | **End Semester Examination: 30 Marks** |
| **L T P : 0-0-2** | **Course Type: Skill Enhancement Course** |
| **Pre-requisite: Student must have basic knowledge of computers.** | |

**COURSE OBJECTIVES (COs) -** The Course is designed with the following objectives:

1. To know a comprehensive understanding of digital literacy and essential IT skills
2. To discuss and develop critical thinking abilities
3. To understand practical skills required to navigate the digital world effectively
4. To grasp the significance of aspects of our personal and professional lives
5. To construct and utilize technology to enhance productivity and creativity

**COURSE LEARNING OUTCOMES (CLOs) –**

The Syllabus has been prepared in accordance with the NEP-2020. Upon completion of this course, learners will be able to:

1. Explain and understand the concept of digital literacy and its importance in contemporary society.
2. To apply and develop proficiency in using computer hardware, operating systems, and software applications.
3. To analyse foster critical thinking and problem-solving skills when working with digital tools and information.
4. Promote responsible and ethical use of digital technologies
5. Enhance communication and collaboration skills using digital platforms and explore emerging trends and technologies in the digital landscape.

**MAPPING MATRIX BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES**:

| CLO / CO | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO 5 |
|---|---|---|---|---|---|
| **CO 1** | | | | | |
| **CO 2** | | | | | |
| **CO 3** | | | | | |
| **CO 4** | | | | | |
| **CO 5** | | | | | |

**COURSE CONTENTS**

**UNIT-1**

Introduction to Digital Literacy, Definition and importance of digital literacy, Understanding the digital divide, Ethical considerations and digital citizenship, Computer Basics, Computer hardware components and their functions, Operating systems and their features, File management and organization.

# SEMESTER II

| Fundamentals of Organization Behavior | |
|---|---|
| Course Code: 23BBA201 | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Major Course |

**COURSE OBJECTIVES (COs)**

1. To describe the key role of managing human capital in creating a sustainable competitive advantage for organizations.
2. To identify the major behavioral science disciplines that contribute to OB.
3. To demonstrate the value of critical thinking in the context of organizational behavior
4. To identify the major challenges and opportunities in the field of OB.
5. To differentiate the three basic levels of analysis at which OB may be examined.

.

**COURSE LEARNING OUTCOMES (CLOs)**

On completion of this course, students will be able to:

1. Explain the determinants of behavior and the emerging concepts in Organizational behavior.
2. Understand the importance of OB in managerial functions.
3. Understand the definition and concepts of behavior, group and teams, organizational structure, employee motivation, organizational communication, leadership, conflict and stress, organizational change and development.
4. Form an appreciation of the complexities and uncertainties of OB by examining managerial roles.
5. Demonstrate a clear understanding of the concepts and established theories relating to OB.

**MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO 5 |
| CO 1 | | | | | |
| CO 2 | | | | | |
| CO 3 | | | | | |
| CO 4 | | | | | |
| CO 5 | | | | | |

**COURSE CONTENT**

**Unit-I-**

**Introduction to Organizational Behavior**

Concept and significance, OB system; basic assumptions, levels of OB analysis, contributing discipline, emerging trends and challenges in OB, determinants of behavior- beliefs, attitudes, values, emotions and behavior.

**Unit-II**

**Perceptions, Personality and Learning**

Perceptual process, factors influencing perception, perception and individual decision making;

| Cost and Management Accounting | |
|---|---|
| Course Code: 23BBA202 | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Major Course |

**COURSE OBJECTIVES (COs)**

1. To develop a comprehensive understanding of the principles and concepts of cost and management accounting.
2. To apply costing methods and techniques for product costing and decision-making.
3. To understand the budgeting process and its role in planning and control.
4. To analyze and interpret cost data for decision-making and performance evaluation.
5. To apply performance measurement and control techniques to improve organizational performance.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Demonstrate a solid understanding of the theories and methodologies used in cost and management accounting.
2. Apply costing methods and techniques to calculate product costs and analyze cost behavior.
3. Prepare budgets and perform variance analysis for effective planning and control.
4. Apply cost and management accounting techniques to support decision-making processes.
5. Evaluate and interpret performance measurement systems and control mechanisms for organizational improvement.

**MAPPING MATRIX OF COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| **COURSE OBJECTIVES (COs)** | **COURSE LEARNING OUTCOMES (CLOs)** | | | | |
|---|---|---|---|---|---|
| | **CLO1** | **CLO2** | **CLO3** | **CLO4** | **CLO5** |
| **CO1** | | | | | |
| **CO2** | | | | | |
| **CO3** | | | | | |
| **CO4** | | | | | |
| **CO5** | | | | | |

**COURSE CONTENT**

**Unit 1**

Introduction to Cost and Management Accounting. Meaning, nature, and scope of cost and management accounting, Difference between financial accounting and cost accounting, Cost concepts and classification Cost Sheet.

**Unit 2**

**Material:** Job costing and process costing, Activity-based costing (ABC)**,** Standard costing and variance analysis**,** Marginal costing and decision-making**,** Relevant costing and pricing decisions.

| Data Analytics Fundamentals | |
|---|---|
| Course Code: 19BBB1205 | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Major Course |

**COURSE OBJECTIVES (COs)**

1. To think about analytical problems and examine the process by which data enables analysis & decision making
2. To get to gather, describe, and analyze data, and use advanced statistical tool.
3. To introduce IBM Cognos Analytics and its position within an analytics solution.
4. To enable students to have skills that will help them to solve complex real-world problems in for decision support.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of the course, students would be able to:

1. Understand various components of computer system and Information technology applications in business.
2. Gain knowledge of the scope and application of data analysis.
3. Understand and develop analytical approach to a business problem.
4. Acquire knowledge of IBM Cognos in preparing business models.

**MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| **Course Objectives (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |
| **CO 4** | | | | |

**COURSE CONTENT**

**Unit-I**

**Introduction of Data Analytics**

Introduction to Data Analysis, key concepts in Data Analytics, impact on accounting, Data Analytics Benefits Decision-Making, Analytical Organizations – Structures, Data Governance, Data Privacy, Data Quality, cost reduction factor, History of analytics and Business Intelligence, ETL process, Business Requirement, explain how the data is captured by source systems and stored using both traditional and emergent technologies like Big Data and the Cloud.

**Unit-II**

**Orientation of Data**

Introduction to Datawarehouse, architecture of Datawarehouse, Data Sources, data sampling, types, Precalculation

Visualization, Statistical interpretation of Data, Qualitative and Quantitative Data, types of data , Data

| Community Engagement & Service | |
|---|---|
| Course Code: 23BBA204P | Continuous Evaluation:60 |
| Credits: 04 | End Semester Examination:40 |
| Prerequisite: Nil | Course Type: Field Work |

**COURSE OBJECTIVE**

This course aims to an array of opportunities to engage in an immersive community service learning-experience. Students understand about to social issues, awareness of social problems and help them participate in community service through trips and events.

1. To expose the students towards identify community issues, needs, problems, strengths and resources.
2. To recognize the value of community service and social responsibility.
3. To demonstrate the ability to communicate effectively and collaborate with others.
4. To demonstrate the ability to take initiative, follow direction, lead and solve problems.
5. To develop behaviors and attitudes that help students contribute to the community in a positive manner.

**COURSE LEARNING OUTCOMES**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Students will be able to know the community needs and understand their role to contribute meaningfully towards community development.
2. Students will be able to understand the value of service and social responsibility.
3. Students will be able to demonstrate the ability to communicate effectively and collaborate with others.
4. Students will be able to demonstrate the ability to take initiative, follow direction, lead and solve problems.
5. Students will be able to develop a sense of empathy and bonds of mutuality with local community.

| CLO CO | 01 | 02 | 03 | 04 | 05 |
|---|---|---|---|---|---|
| 01 | ■ | | | | |
| 02 | | ■ | | | |
| 03 | | | ■ | | |
| 04 | | | ■ | ■ | |
| 05 | | | ■ | | ■ |

**COURSE CONTENT**

**UNIT-I**

Community Engagement in India, Key Principles for Community Engagement, Forms of Community Engagement, Functions, Role and Process of community work. Professional and voluntary community work, Attitudes, Roles and Skills of a Community Worker.

# SEMESTER-III

| Creating an Entrepreneurial Mindset | |
|---|---|
| Course Code: 23BBA301 | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: basic knowledge of financial and marketing terms | Course Category: Major Course |

**COURSE OBJECTIVES (COs)**

1. To disseminate knowledge about the basics of entrepreneurship and forms of ownership.
2. To enlighten students regarding the relevance of creativity and innovation from an entrepreneurship point of view.
3. To give clarity to students regarding the formulation of the business plan.
4. To explain various sources of finance for an entrepreneurial venture.
5. To familiarize students with the upcoming trends in the entrepreneurship field.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of the course, students would be able to:

1. Understand the basics of entrepreneurship and different types of ownership.
2. Grasp the relevance of creativity and innovation and its application in a business.
3. Acknowledge components of a business plan and ways to launch it.
4. Explore various sources of raising finance for entrepreneurial ventures.
5. Utilize conceptual building skills in interpreting trends for entrepreneurs.

**MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | Course Learning Outcomes (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO5 |
| CO 1 | | | | | |
| CO 2 | | | | | |
| CO 3 | | | | | |
| CO 4 | | | | | |
| CO5 | | | | | |

**COURSE CONTENT**

**Unit I: Basics of Entrepreneurship**

Entrepreneur: Definition, characteristics, functions, types of an entrepreneur; Concept of Entrepreneurship, types, role of entrepreneurship in economic development, Factors affecting Entrepreneurship, Introduction to Unicorn companies.

**Unit II: Initial preparation**

Opportunity Identification and selection, Formulation of business plan, External Environmental Analysis - Economic, Social, financial, technological, competitive, and legal. Financing: Sources, venture capital, export finance.

**Unit III: Institutional support to entrepreneurs**

Concept of institutional finance; Role of Commercial Banks and other Financial Institutions like IDBI, IFCI, ICICI, IRBI. Institutional support to Entrepreneurs: central government, state

| Data Engineering For Analytics | |
|---|---|
| Course Code: 19BBB1301 | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: IBM Sponsored Courses |

**COURSE OBJECTIVES (COs)**

1. To provide an overview of an exciting field of big data analytics
2. Develop an understanding of the complete open-source Hadoop ecosystem and its near-term future direction
3. To introduce the tools required to manage and analyze big data like Hadoop, NoSQL MapReduce and Obtain information about HBase and Hive services by using the Ambari Web UI
4. To teach the fundamental techniques and principles in achieving big data analytics with scalability and streaming capability and enable to have skills that will help to solve complex real-world problems in decision support.
5. Generate insights from multiple data sources by using IBM Watson Studio

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Understand various storage components of big data tools in business.
2. Gain knowledge of data processing
3. Acquire knowledge of Hadoop and Hive
4. Understand the Complexity of Real Time data and be able to resolve it.
5. Acquire knowledge of DB2 and Watson studio

**MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO 5 |
| CO1 | | | | | |
| CO2 | | | | | |
| CO3 | | | | | |
| CO4 | | | | | |
| CO5 | | | | | |

**COURSE CONTENT**

**Unit- I**

**Introduction to Big Data**

Explain what Big Data is,Describe the complete open-source Hadoop ecosystem and its near-term future directions , Describe the major challenges of data ,Explain how the growth of interconnected devices contributes big data ,List real-life examples of Big Data , List the types of Big Data ,Identify Big Data use cases , Describe the evolution from traditional data processing to big data processing, Describe the functions and features of HDP, List the IBM added value components., Describe the purpose and benefits of each added value component. Explain the basic need for a big data strategy in terms of parallel reading of large data files and

| Data Engineering For Analytics (Lab) | |
|---|---|
| Course Code: 19BBB1301 | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: IBM Sponsored Courses |

**COURSE OBJECTIVES (COs)**

To understand human component of the visualization pipeline, characteristics of the perceptual system and the roles it plays in understanding and interpreting visualizations

1. To learn the visualization techniques, loosely grouped by data characteristics
2. To learn state-of-the-art techniques, geographic information systems (GIS) and cartography tools used for geospatial data visualization
3. To implement the methods and algorithms used to map data to graphical depictions.
4. To learn fundamental computational approaches to transforming unstructured text into structured data suitable for visualization and analysis.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Tell a compelling story, visualizing data and findings in an approachable and stimulating way.
2. Leverage a software tool to extract information, better understand the data, and make more effective decisions.
3. Apply techniques, geographic information systems (GIS) and cartography tools used for geospatial data visualization.
4. Use methods and algorithms to map data to graphical depictions
5. Apply fundamental computational approaches to transforming unstructured text into structured data suitable for visualization and analysis

**MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| **COURSE OBJECTIVES (COs)** | **Course Learning Outcomes (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** |
| **CO1** | | | | |
| **CO2** | | | | |
| **CO3** | | | | |
| **CO4** | | | | |

| Digital Marketing | |
|---|---|
| Course Code: 23BBA303 | Continuous Evaluation:40 Marks |
| Credits:4 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Major Course |

**COURSE OBJECTIVES (COs)**

1. To explain the conceptual foundations of Digital Marketing Management as a functional area of business.
2. Tostudytheapplicationofdigitalandsocialmediamarketingconceptsinmakingstrategicdecisions
3. To revise and update the latest technological intervention in marketing.
4. To be familiar with the system to enhance the steadfastness to computerized clients.
5. To be familiar with current scenario of digital era

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of the course, students would be able to:

1. Illustrate the various types of digital & social marketing formats by experiential learning modules.
2. Depict The Social media industry in India –a complete region-wise analysis.
3. Recognize The Significance of social promoting brands.
4. Enumerate the importance of store maintenance of digital marketing.
5. To apply digital tools for social media marketing.

**MAPPING MATRIX OF COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO 5 |
| CO1 | | | | | |
| CO2 | | | | | |
| CO3 | | | | | |
| CO4 | | | | | |
| CO5 | | | | | |

**COURSE CONTENT**

**Unit-I**

**Introduction**

Understanding Digital Marketing: Concept, Components of Digital Marketing, Need and Scope of Digital Marketing, Benefits of Digital Marketing, Application of Digital Marketing in Business, Creating the Webstore, Search Engine Optimization(SEO), Functions of Search Engine, Types of Optimization, Keyword Management, Keyword Matching, Creating Backlinks, Types of Bidding.

| Micro Economics | |
|---|---|
| Course Code: 23BBA304 | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category :Minor Course |

**COURSE OBJECTIVES (COs)**

1. To introduce basic economic concepts in a way that provides students with a deep understanding of key economic relationships and terms and gives students the confidence to continue BBA studies related to economics
2. To Enable students to develop a solid understanding of microeconomic concepts such as supply and demand, market equilibrium, consumer behavior, production and cost analysis, and market structures
3. To engage students through problems, applications, and examples that connect economics to everyday life.
4. Analyze how individuals and households make economic decisions regarding consumption, savings, labor supply, and investment, taking into account factors such as utility maximization, budget constraints, and intertemporal choices.
5. Examine the interactions between buyers and sellers in different market structures, studying how prices and quantities are determined and the effects of market interventions

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of the course, students would be able to:

1. Articulate, illustrate, analyze, synthesize, and apply the knowledge of principles and frameworks of microeconomic foundation and allied domains to solve real-world complex business issues.
2. Apply microeconomic concepts and tools to analyze and understand real-world economic issues and phenomena.
3. Develop the ability to critically evaluate policy options and assess their potential impact on individuals, markets, and society.
4. Interpret and analyze economic data, such as graphs, charts, and statistical information, to effectively understand and communicate microeconomic concepts and relationships. Use data to support arguments and make informed economic decisions.
5. Develop critical thinking skills and problem-solving abilities by applying microeconomic principles to real-world scenarios. Analyze complex economic issues, identify relevant factors, and propose logical and evidence-based solutions.

**MAPPING MATRIX OF COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO 5 |
| CO 1 | | | | | |
| CO 2 | | | | | |
| CO 3 | | | | | |
| CO 4 | | | | | |
| CO 5 | | | | | |

| SPREADSHEET TOOLS FOR FINANCIAL PREDICTIONS | |
|---|---|
| **Course Code:23TS301** | **Continuous Evaluation: 70 Marks** |
| **Credits: 1** | **End Semester Examination: 30 Marks** |
| **L T P : 0-0-2** | **Course Type: Skill Enhancement Course** |
| **Pre-requisite: Student must have basic knowledge of computers.** | |

**COURSE OBJECTIVES (COs)**

1. To understand the powerful spreadsheet tools.
2. To utilize spreadsheet tools in order to handle and manipulate huge amounts of data generated through business transactions,
3. To use spreadsheet utilities to take business decisions, automate repetitive tasks and present complex information in a professional manner.
4. To analyze and evaluate various spreadsheet tools.
5. To make the learner industry ready.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Examine large data generated through business transactions using advanced spreadsheet tools.
2. Analyze and present data using tables, pivot tables, pivot charts and dashboards.
3. Examine complex business problems using various functions.
4. Evaluate excel add-ins for constraint optimization, summarization and forecasting.
5. Use advanced spreadsheets in various real life problems.

**MAPPING MATRIX BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES**:

| CLO / CO | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO 5 |
|---|---|---|---|---|---|
| **CO 1** | | | | | |
| **CO 2** | | | | | |
| **CO 3** | | | | | |
| **CO 4** | | | | | |
| **CO 5** | | | | | |

# SEMESTER-IV

| Business Research Methods | |
|---|---|
| Course Code: 24BBA401 | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: Basic knowledge of research | Course Category: Major Course |

**COURSE OBJECTIVES (COs)**

1. To expose students to the concepts of business research methodology.
2. To make students learn the tools and techniques of social research.
3. To train students to execute research in social sciences.
4. To learn data interpretation tools and techniques.
5. To make students understand how to write a report.

**COURSE LEARNING OUTCOME (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of the course, students would be able to:

1. Get an overview of business research, its scope and approaches.
2. Learn by formulating the research problems and understanding the major research designs.
3. Determine data sources and develop an understanding for data collection for business research by experiential learning.
4. Learning of data interpretation tools and techniques.
5. Learn report writing methods.

**MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO5 |
| CO 1 | | | | | |
| CO 2 | | | | | |
| CO 3 | | | | | |
| CO 4 | | | | | |
| CO5 | | | | | |

**COURSE CONTENT**

**Unit-I**

**Introduction to BRM and Research Process**

Nature and Scope of Business Research – Role of Business Research in decision making. Applications of Business Research. The Research Process – Steps in the research process; the research proposal; Problem Formulation: Management decision problem Vs. Business Research problem.

**Unit-II**

**Research Design and Data**

Research Design: Exploratory, Descriptive, and Causal. Secondary Data Research: Advantages & Disadvantages of Secondary Data, Criteria for evaluating secondary sources, secondary sources of data, Primary Data Research: Advantages & Disadvantages of Primary Data, types and sources of Primary data.

| Human Resource Management | |
|---|---|
| Course Code: 23BBA402 | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: Basic knowledge of management | Course Category: Major Course |

**COURSE OBJECTIVES (COs)**

1. To help students to develop an understanding of the concepts and functions of human resource management.
2. To equip the students to learn about HR planning and related requirements.
3. To communicate with the students about compensation and performance management.
4. To make students get an understanding of development and career planning.
5. To impart knowledge on dimensions of recent developments in human resources.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of the course, students would be able to:

1. Demonstrate a comprehensive understanding of key HRM concepts, theories, and frameworks, and apply them to analyze and solve HRM-related problems.
2. Apply the methods and techniques of human resources planning, job design, recruitment, and selection
3. Develop performance management systems integrating performance appraisal, training and development, reward and recognition, and other initiatives to create an organization's high-performance culture.
4. Evaluate career ladder and anchors that regulate one's productive career movements.
5. Identify contemporary issues and challenges in performing HRM procedures.

**MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| **COURSE OBJECTIVES (COs)** | **COURSE LEARNING OUTCOMES (CLOs)** | | | | |
|---|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** | **CLO 5** |
| **CO 1** | | | | | |
| **CO 2** | | | | | |
| **CO 3** | | | | | |
| **CO 4** | | | | | |
| **CO 5** | | | | | |

| DASHBOARD, ANALYTICS AND REPORTING WITH BI | |
|---|---|
| Course Code: 19BBB1404 | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: IBM Sponsored Courses |

**COURSE OBJECTIVES (COs)**

1. Understand the fundamentals of database theory and acquire the knowledge of Business Intelligence and Analytics.
2. To Understand Business Processes and KPI's and Become an expert in Statistics, Decision making, and problem solving
3. Analyze current and historical data and discover how to find trends, market conditions, and research competitor positioning
4. Understanding visualization and Report study.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Understand how analytics provided a solution to industries using real case studies
2. Describe a reporting application, its interface, and the different report types
3. Create different types of advanced reports and find insights with the help of KPI's for business growth.
4. Create powerful professional visualizations in Cognos and Able to create Interactive dashboards, stories, and Pins.

**MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | |
|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 |
| CO1 | | | | |
| CO2 | | | | |
| CO3 | | | | |
| CO4 | | | | |

**COURSE CONTENT**

**Unit I: Introduction of Business Intelligence and Processes**

Introduction to BI and types, Analytics types, ETL Process, Data visualization techniques, Business Functions, Processes and KPIs, KPI definition and calculation, understanding how business analytics can help turn data into insight, how to apply business intelligence, accessing content, use of reports, and create dashboards, Present information in the form of metrics, KPIs, reports, and dashboards, Perform quantitative and qualitative business analysis

| Dashboard, Analytics and Reporting with BI (Lab) | |
|---|---|
| Course Code: 19BBB1404P | Continuous Evaluation: 60 Marks |
| Credits: 1 | End Semester Examination: 40 Marks |
| Prerequisite: | Course Category: Practical |

**COURSE OBJECTIVES (COs)**

1. Understand the fundamentals of database theory and acquire the knowledge of Business Intelligence and Analytics.
2. To Understand Business Processes and KPI's and Become an expert in Statistics, Decision making, and problem solving
3. Analyse current and historical data and discover how to find trends, market conditions, and research competitor positioning
4. Understanding visualization and Report studio

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Understand how analytics provided a solution to industries using real case studies
2. Describe a reporting application, its interface, and the different report types
3. Create different types of advanced reports and find insights with the help of KPI's for business growth.
4. Create powerful professional visualizations in Cognos and Able to create Interactive dashboards, stories and Pins.

**MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | |
|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 |
| CO1 | | | | |
| CO2 | | | | |
| CO3 | | | | |
| CO4 | | | | |

**LIST OF EXPERIMENTS**

1. Create a revenue report focused on top-performing product types and product lines
2. Present unrelated items in a Crosstab using a discontinuous Crosstab
3. Create a dashboard report with widgets.
4. Focus a report using different types of prompts.
5. Configure and working with advanced drill-through reports.
6. Working with Exploration, Stories and pins.
7. Create a simple Active Report using Static and Data-driven controls
8. Convert an existing report to an Active Report
9. Create an Active Report with cascading controls
10. Create an Active Report using RAVE visualizations

| Macro Economics | |
|---|---|
| Course Code: 23BBA404 | Continuous Evaluation: 40 Marks |
| Credits: 04 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Minor Course |

**COURSE OBJECTIVES (COs)**

1. To introduce basic economic concepts and institutions in a way that provides students with a deep understanding of key economic relationships and terms and gives students the confidence to continue BBA studies related to economics
2. To give students exposure to economic thinking and an understanding of some fundamental processes used in decision-making that can be applied to their own decision making as well as an evaluation of opinions, news reports, and other sources of economic information
3. To engage students through problems, applications, and examples that connect economics to everyday life
4. The purpose is to provide the students with a fundamental knowledge of the macro economy based on which policy decisions can be analyzed and business decisions can be made.
5. To engage students in data interpretation, quantitative analysis, and critical thinking to evaluate economic trends, formulate policy recommendations, and understand the implications of macroeconomic events.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP).
After completion of the course, students would be able to:

1. Students will develop a strong understanding of key macroeconomic concepts such as GDP, inflation, unemployment, aggregate demand, and supply.
2. Show active participation in discussions related to Macroeconomic issues related to fiscal and monetary policies of the economy.
3. Students will gain the ability to interpret and understand macroeconomic events and trends.
4. Address specific problems like inflation, growth and the control of business cycles.
5. Critically analyze and link the subject of macro-economic with the major strategic decisions of a proactive firm.

**MAPPING MATRIX OF COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO 5 |
| CO 1 | | | | | |
| CO 2 | | | | | |
| CO 3 | | | | | |
| CO 4 | | | | | |
| CO 5 | | | | | |

| STATISTICAL ANALYSIS WITH SPSS | |
|---|---|
| **Course Code:24TS401** | **Continuous Evaluation: 70 Marks** |
| **Credits: 1** | **End Semester Examination: 30 Marks** |
| **L T P : 0-0-2** | **Course Type: Skill Enhancement Course** |
| **Pre-requisite: Student must have basic knowledge of computers.** | |

**COURSE OBJECTIVES (COs)**

1. To understand the basics of Statistical Analysis.
2. To understand the basic concepts of SPSS.
3. To be able to use different menus of SPSS software.
4. To apply univariate data analysis.
5. To apply multivariate data analysis.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Explain the concepts of Statistical Analysis
2. Understand the basics of SPSS.
2. Perform univariate data analysis.
3. Perform multivariate data analysis.

**MAPPING MATRIX BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES:**

| **COURSE OBJECTIVES (COs)** | **COURSE LEARNING OUTCOMES (CLOs)** | | | | |
|---|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** | **CLO 5** |
| **CO 1** | | | | | |
| **CO 2** | | | | | |
| **CO 3** | | | | | |
| **CO 4** | | | | | |
| **CO 5** | | | | | |

**UNIT I**

Data, types of data, Variable, types of variables. Computing Variables - Recoding (Transforming) Variables; Data inputs: Entering data in Excel. Creating new variables, recoding variable, renaming variables.

**UNIT II**

SPSS Environment, entering data in SPSS, Data Preparation, Data Transformation of representation of data. Descriptive Statistics (measures of central tendency, variability, skewness and kurtosis; Data creation – Importing data from excel– Variable types in SPSS

# SEMESTER-V

| Statistics Fundamentals For Analytics | |
|---|---|
| Course Code: 19BBB1502 | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: IBM Sponsored Courses |

**COURSE OBJECTIVES (COs)**

1. To provide an overview of an exciting field of Statistical Analytics.
2. To introduce basic statistical analysis using selected statistical techniques with IBM Statistics
3. Review and explore data to look at data distributions, management and to identify data problems.
4. To enable students to perform manipulation of variables and data files using IBM Statistics.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Understand and critically apply the concepts and methods of data analytics and the concept of statistics.
2. Applying and analyzing how to use functions, use advanced field operations, handling data and improve efficiency.
3. Perform non-parametric tests on data and standard statistical tests
4. Perform manipulation of variables and data files using IBM Statistics.

**MAPPING MATRIX OF COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | |
|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 |
| CO1 | | | | |
| CO2 | | | | |
| CO3 | | | | |
| CO4 | | | | |

**COURSE CONTENT**

**Unit-I: Introduction to Statistical Analysis**

Introduction of statistical Analytics with real time examples, Basic Steps of Data Analysis, Procedure: Running a Basic Analysis, Reading Data, Variable Properties, Summarizing Individual Variables, Modifying Data Values: Recode, modifying Data Values: Compute, Describing Relationships between Variables, Selecting Cases, Creating and Editing Charts, output in the viewer.

**Unit-II: Distribution & Relations of Data**

Understanding data distributions – theory, data distributions for categorical variables, data distributions for scale variables, making inferences about populations from samples, relationships between categorical variables, the independent- samples T Test, the paired-

| Statistics Fundamentals For Analytics (Lab) | |
|---|---|
| Course Code: 19BBB1502P | Continuous Evaluation: 60 Marks |
| Credits: 1 | End Semester Examination: 40 Marks |
| Prerequisite: NIL | Course Category: IBM Sponsored Courses |

**COURSE OBJECTIVES (COs)**

1. To provide an overview of an exciting field of Statistical Analytics.
2. To introduce basic statistical analysis using selected statistical techniques with IBM Statistics
3. Review and explore data to look at data distributions, management and to identify data problems.
4. To enable students to perform manipulation of variables and data files using IBM Statistics.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Understand and critically apply the concepts and methods of data analytics and the concept of statistics.
2. Applying and analyzing how to use functions, use advanced field operations, handling data and improve efficiency and perform non-parametric tests on data and standard statistical tests
3. Perform manipulation of variables and data files using IBM Statistics and Perform linear regression to determine whether one or more variables can significantly predict or explain a dependent variable

**MAPPING MATRIX OF COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO 5 |
| CO1 | | | | | |
| CO2 | | | | | |
| CO3 | | | | | |
| CO4 | | | | | |

**COURSE CONTENT**

**PRACTICE 1:** Demonstration: Using Several String Functions Together

**PRACTICE 2** Demonstration: Automatic Recode and Demonstration: Identify Duplicate Cases

**PRACTICE 3**: Working with standardized scores for number of years of education (educ) and age of respondent (age). We would like to determine where respondents fall on the distribution of these variables.

| E-Commerce | |
|---|---|
| Course Code: 24BBA502 | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Major Course |

**COURSE OBJECTIVES (COs)**

1. To understand the concept and various types of E-Commerce business.
2. To learn the different types of technology and its security in E-Commerce Business.
3. To learn the strategies for making web presence for Products and Brands.
4. To learn the basic evolution of Internet technology and its development in India.
5. To learn electronic payment methods and procedures.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of the course, students would be able to:

1. Understand the fundamental concept and competitive advantage of E-Commerce business types.
2. Learn the various technology and security implementation and maintenance in E-Commerce Business.
3. Understand the product and brand presence strategies of e-commerce on websites worldwide.
4. Learn the Induction of Internet technology and electronic payment system in Indian context.
5. Learn electronic payment media and procedures.

**MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO5 |
| CO 1 | | | | | |
| CO 2 | | | | | |
| CO 3 | | | | | |
| CO 4 | | | | | |
| CO5 | | | | | |

**COURSE CONTENT**

**Unit-I**

**Introduction of E-Commerce**

Introduction to ecommerce: Meaning and concept of ecommerce, ecommerce vs e- business, advantages and disadvantages of ecommerce, value chain in ecommerce, Porter's value chain model, competitive advantage and competitive strategy, different types of ecommerce like B2B, B2C, C2C, C2B, G2C, Transaction cost and role of E-Commerce.

**Unit-II**

| Fundamentals of Financial Management | |
|---|---|
| Course Code: 23BBA503 | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: Basics of accounts | Course Category: Major Course |

**COURSE OBJECTIVES (COs)**

1. To acquaint students with complexities and issues pertaining to financial management & concepts of time value of money.
2. To familiarize students with respect to various sources of finance and develop the ability to compute the cost of capital.
3. To develop student's ability to take decisions with respect to capital structure and leverage
4. To equip students with analytical tools and techniques for sound capital budgeting decisions.
5. To develop the managerial skills among the students to take decisions in basic aspects of investing, financing and dividend and to manage day to day routine operations of business.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Get the fundamentals of subjects with practical aspects as well.
2. Explore issues relating to various source of finance and cost of capital
3. Analyse and take decisions on capital structure and leverage aspects of business
4. Think critically about the capital budgeting decisions in a real business scenario.
5. Manage day to day routine operations of business and scrutinize dividend policy decisions

**MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO 5 |
| CO 1 | | | | | |
| CO 2 | | | | | |
| CO 3 | | | | | |
| CO 4 | | | | | |
| CO 5 | | | | | |

**COURSE CONTENT**

**Unit1**

**Introduction**

**Financial Management:** Finance and related disciplines; objectives of Financial Management; Profit Maximization, Wealth Maximization - Traditional and Modern Approach; Functions of finance managers, agency problems

**Time value of money:** Concepts & importance, computation of present values & future values, single cash flow, multiple cash flow stream, annuities, perpetuities, effective interest rate, excel applications.

| Aptitude and Reasoning | |
|---|---|
| Course Code: 24AR555 | Continuous Evaluation: 40 Marks |
| Credits: 1 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Skill Enhancement Course |

**COURSE OBJECTIVES** :

1. To understand the concept of problems related to simple equation, ratio, proportion and variation.
2. To understand the concept of problems related to percentage, profit and loss, partnership, simple and compound interest.
3. To understand the concept of problems related to deductions and connectives.
4. To understand the concept of problems related to puzzles, linear and circular arrangement.
5. To understand the concept of problems related to clock, calendars and blood relations

**COURSE LEARNING OUTCOMES**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Synthesize the different types of problems related to simple equation, ratio, proportion and variation.
2. Put the theory/formulae learnt in daily-life situations.
3. Analyze and apply the formulae learnt in solving different types of problems.
4. Ability to answer and solve questions related to different sets of problems.
5. Develop analytical skills in solving questions.

**MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES**

| Course Objectives (COs) | | Course Learning Outcomes (CLOs) | | | |
|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO 5 |
| CO1 | | | | | |
| CO2 | | | | | |
| CO3 | | | | | |
| CO4 | | | | | |
| CO5 | | | | | |

| ESSENTIALS OF BLOCKCHAIN & IoT | |
|---|---|
| **Course Code:23TS501** | Continuous Evaluation: 70 Marks |
| Credits: 1 | End Semester Examination: 30 Marks |
| L T P : 0 0 2 | |
| Pre-Requisite : NIL | |

**COURSE OBJECTIVES (COs)**

1. To familiarize the students with functional/operational aspects of crypto currency ECOSYSTEM.
2. To understand emerging abstract models for Block chain Technology.
3. To learn various protocols of IoT.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Understand how bitcoin and other coins work in real world.
2. Analyze the properties of Block Chain models.
3. Understand the vision of IoT and communication protocols from a global context.
4. Design portable IoT using appropriate boards.

**MAPPING MATRIX BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES**:

| CLO / CO | CLO 1 | CLO 2 | CLO 3 | CLO 4 |
|---|---|---|---|---|
| **CO 1** | | | | |
| **CO 2** | | | | |
| **CO 3** | | | | |

# SEMESTER-VI

| Analytics with R | |
|---|---|
| Course Code: 19BBB1602 | Continuous Evaluation: 40 Marks |
| Credits: 3 | End Semester Examination: 60 Marks |
| Prerequisite: Basic computer knowledge | Course Category: IBM Course (Theory) |

**COURSE OBJECTIVES:**

1. Master Data analytics with R and RStudio interactive environment.
2. Expand R by installing R packages for Machine Learning.
3. Explore and understand how to use the R packages for Modelling.
4. Read Structured Data into R from various sources to apply ML Algorithms.
5. Understand the different Supervised and Unsupervised Learning Algorithms with R.
6. Understand the Overfitting & Underfitting of the Data.

**COURSE LEARNING OUTCOMES**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. How Statistical Modeling relates to Machine Learning and do a comparison of each.
2. Real-life examples of Machine learning and how it affects society in ways you may not have guessed!
3. Explore many algorithms and models:
4. Popular algorithms: Classification, Regression, Clustering, and Dimensional Reduction.
5. Popular models: Train/Test Split, Root Mean Squared Error, and Random Forests.
6. Get ready to do more learning than your machine!

**MAPPING BETWEEN COURSE OBJECTIVES AND COURSE LEARNING OUTCOMES**

| Course Objectives (COs) | Course Learning Outcomes (CLOs) | | | | | |
|---|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO 5 | CLO 6 |
| CO 1 | | | | | | |
| CO 2 | | | | | | |
| CO 3 | | | | | | |
| CO 4 | | | | | | |
| CO 5 | | | | | | |
| CO 6 | | | | | | |

**COURSE CONTENTS**

**Unit 1 - Programming and data analytics**

- The R-versus-Python debate
- Learning Log: Get ready to explore R
- Ways to learn about programming
- From spreadsheets to SQL to R
- When to use RStudio
- Logical operators and conditional statements

**Unit 2 - Machine Learning vs Statistical Modeling & Supervised vs Unsupervised Learning**

- Machine Learning Languages, Types, and Examples
- Master the use of the R and RStudio interactive environment.

| Analytics with R (Lab) | |
|---|---|
| Course Code: 19BBB1602P | Continuous Evaluation: 60 Marks |
| Credits: 1 | End Semester Examination: 40 Marks |
| Prerequisite: Basic computer knowledge | Course Category: Practical |

**COURSE OBJECTIVES (COs)**

To understand human component of the visualization pipeline, characteristics of the perceptual system and the roles it plays in understanding and interpreting visualizations

1. To learn the visualization techniques, loosely grouped by data characteristics
2. To learn state-of-the-art techniques, geographic information systems (GIS) and cartography tools used for geospatial data visualization
3. To implement the methods and algorithms used to map data to graphical depictions.
4. To learn fundamental computational approaches to transforming unstructured text into structured data suitable for visualization and analysis.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP).
After completion of course, students would be able to:

1. Tell a compelling story, visualizing data and findings in an approachable and stimulating way.
2. Leverage a software tool to extract information, better understand the data, and make more effective decisions.
3. Apply techniques, geographic information systems (GIS) and cartography tools used for geospatial data visualization.
4. Use methods and algorithms to map data to graphical depictions
5. Apply fundamental computational approaches to transforming unstructured text into structured data suitable for visualization and analysis

**MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| Course Objectives (COs) | Course Learning Outcomes (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO 5 |
| CO 1 | | | | | |
| CO 2 | | | | | |
| CO 3 | | | | | |
| CO 4 | | | | | |

**LIST OF PROGRAMS**

How to look at data in R
Exercise -1: What type of variable is R considering the variable habit to be? What variable type is visited?
TYPES OF GRAPHS-
Scatterplots
Exercise - 2: Is there a positive or negative relationship between the variables?
Exercise - 3: Make a graph showing weeks again on the x axis and the variable gained on the

| Income Tax Law & Practice | |
|---|---|
| Course Code:23BBA602 | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: Basic knowledge of taxation | Course Category: Major Course |

**COURSE OBJECTIVES (COs)**

1. To provide students in-depth knowledge of basic concepts of taxation laws and residential status.
2. To make students understand and able to compute taxable income from Salary & House Property
3. To make students understand and able to compute taxable income from Profits and Gains of business or Profession, Capital gain, Income from other sources.
4. To develop students' ability for tax planning and tax computation of an individual
5. To familiarize students with provisions relating to filing of returns, TDS & Advance payment of tax

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Understand the basic concepts in the field of taxation laws.
2. Efficiently use the taxation laws in computing taxable income from Salary & House property.
3. Efficiently use the taxation laws in computing taxable income from Profits and Gains of business or Profession, Capital gain, Income from other sources.
4. Implement taxation laws in terms of tax planning.
5. Prepare and file the tax returns.

**MAPPING BETWEEN COURSE OBJECTIVES (COs) & COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO 5 |
| CO1 | | | | | |
| CO2 | | | | | |
| CO3 | | | | | |
| CO4 | | | | | |
| CO5 | | | | | |

**COURSE CONTENT**

**UNIT-I**

**Basic concepts**

Income, Agricultural income, person, assess, assessment year, previous year, gross total income, total income, maximum marginal rate of tax, Permanent Registration Number, Residential status of an individual, scope of total income on the basis of residential status, Exempted income under section 10.

| Business Ethics and CSR | |
|---|---|
| Course Code: 23BBA603 | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: Nil | Course Category: Major Course |

**COURSE OBJECTIVES (COs)**

1. To sensitize the students and also help them appreciate the overall legal framework within which legal framework aspects relating to business activities are carried out.
2. To create awareness in respect of rules and regulations affecting various managerial functions.
3. To make students understand the business law in terms of various acts that influence business in India.
4. To acquaint the students to handle critical situations in the business world through practical application by understanding legal aspects of business.
5. To make the students aware about the corporate social responsibility and governance system to operation business organization.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. understand the legal perspective of this course and how it is critical for the success of business organizations.
2. apply knowledge to understand the legal byelaws in business.
3. from learning to understanding industry competition at different levels so as to enable them appreciate associated opportunities, risk and challenges and their relevance in business decisions.
4. demonstrate capability of making their own decisions by understanding legal intricacies in a dynamic business environment.
5. Apply knowledge CSR and corporate governance in companies and society as well.

**MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO 5 |
| CO 1 | | | | | |
| CO 2 | | | | | |
| CO 3 | | | | | |
| CO 4 | | | | | |
| | | | | | |

**COURSE CONTENT**

**Unit-I**

**Introduction to Business Ethics and Values**

Introduction: Values-Concept, types and formation of values, ethics, values and behavior, values of Indian Managers, Ethics, development of ethics, ethical decision making and decision-making process, relevance of ethics and values in business, Personal & Professional

| Project Management | |
|---|---|
| Course Code:23VOC607 | Continuous Evaluation: 60 Marks |
| Credits: 4 | End Semester Examination: 40 Marks |
| Prerequisite: Nil | Course Category: Vocational Course |

**COURSE OBJECTIVES (COs)**

1. To introduce the students to the of basic Project Management Principles
2. To enable the student to Develop Project Planning and Scheduling Skills
3. To enhance leadership and communication skills to effectively manage project teams, stakeholders, and handle conflicts to ensure project success.
4. To enable Students to effectively evaluate projects, conduct project audits, and prepare closure reports.
5. To enable Students to effectively evaluate projects, conduct project audits, and prepare closure reports.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP).
After completion of course, students would be able to:

1. Build Understanding of basic Project Management Principles
2. Develop Project Planning and Scheduling Skills.
3. Enhance leadership and communication abilities for successful project management.
4. Master Project Evaluation, Audit, and Closure.
5. Master Project Evaluation, Audit, and Closure.

**MAPPING MATRIX OF COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO 5 |
| CO 1 | | | | | |
| CO 2 | | | | | |
| CO 3 | | | | | |
| CO 4 | | | | | |
| CO 5 | | | | | |

**COURSE CONTENT**

**Unit-I**

**Introduction to Project Management and Project Selection**

Objectives of Project Management- Importance of Project Management- Types of Projects Project Management Life Cycle- Project Selection – Feasibility study: Types of feasibility Steps in the feasibility study.

**Unit-II**

**Project planning and implementation**

Project Scope- Estimation of Project cost – Cost of Capital – Project Representation and

# SEMESTER-VII

| BUSINESS ECOSYSTEM AND ENVIRONMENT | |
|---|---|
| CourseCode:24BBA701 | ContinuousEvaluation:40Marks |
| Credits:4 | End Semester Examination: 60Marks |
| Prerequisite: NIL | Course Category: Major Course |

## COURSE OBJECTIVES (COs)

1. To introduce students to the preliminary concepts of Business Environment.
2. To diagnose the economic environment for a business and ways to manage it.
3. To understand the socio-cultural environment that is impacting the business unit.
4. To provide insights of the political, natural and technological environment which is impacting a business unit.
5. To make students understand the global business environment.

## COURSE LEARNING OUTCOMES (CLOs)

This syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Demonstrate an understanding of the all types of environments impacting business.
2. Understand economic policies so impacting a business unit and understanding all sphere so fan economic environment.
3. Gainknowledgeonculture and globalization while making the students learn demographic environment.
4. Explore the dynamics of legal environment and impact of technology on a business.
5. To gain knowledge about the global business environment.

## MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO 5 |
| CO 1 | | | | | |
| CO 2 | | | | | |
| CO 3 | | | | | |
| CO 4 | | | | | |
| CO 5 | | | | | |

## COURSECONTENTS

### Unit- I

**An Overview of the Business Environment**

Type of Environment-internal, external, micro and macro environment. Competitive structure of industries, environmental analysis and strategic management. Managing diversity. Scope of business, characteristics of business. Objectives and the Uses of the Study. Process and limitation of environmental analysis.

| Goods & Services Tax | |
|---|---|
| Course Code: 23BBA702 | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: Basic knowledge of Taxation | Course Category: Major Course |

**COURSE OBJECTIVES (COs)**

1. To make students understand the rationale of Goods and Services Tax (GST), constitutional amendments for implementation of GST in India and comprehend the composition and working of GST council and also the procedure of registration of GST.
2. To make students understand about the meaning of supply, types of supply, provisions related to the place of supply and time of supply and composition levy.
3. To acquaint students regarding provisions of claiming and utilization of input tax credit
4. and reverse charge mechanism.
5. To develop students' ability to prepare various documents and computation of taxable value of supply.
6. To familiarize students with provisions relating to filing of returns, accounts, audit and assessment.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Understand the rationale of Goods and Services Tax (GST), constitutional amendments functioning of GST council and registration process.
2. Interpret the meaning of supply under GST law, composite and mixed supply, provisions related to taxability of GST with regard to place and time of supply and composition levy.
3. Understand the utilization of input tax credit and the provisions of reverse charge mechanism.
4. Prepare various documents and compute the taxable value of supply.
5. File various returns under GST and payment of taxes.

**MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| **COURSE OBJECTIVES (COs)** | **COURSE LEARNING OUTCOMES (CLOs)** | | | | |
|---|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** | **CLO 5** |
| **CO1** | | | | | |
| **CO2** | | | | | |
| **CO3** | | | | | |
| **CO4** | | | | | |
| **CO5** | | | | | |

**COURSE CONTENT**

# International Business Management

| | |
|---|---|
| Course Code:23BBA703 | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Major Course |

**COURSE OBJECTIVE (COs)**

1. To acquaint students with the basic understanding of the concepts and theories of international business.
2. To explain how the economic, political/legal, and financial environments affect international business operations.
3. To discuss the ethical issues confronting the international business community.
4. To understand the structure and strategies required for doing business globally.
5. To develop an understanding of managing exposure while doing international business.

**COURSE LEARNING OUTCOME (COs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Explain the internationalization process.
2. Recognize the dynamic environment affecting doing international business.
3. Understand the importance of ethics and governance in doing business with different countries.
4. Analyse the types of strategies that can be formulated for gaining exposure internationally.
5. Assess the different types of exposure and its significance.

**MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO 5 |
| CO1 | | | | | |
| CO2 | | | | | |
| CO3 | | | | | |
| CO4 | | | | | |
| CO5 | | | | | |

**COURSE CONTENT**

**Unit-I**

**An Overview of International Business:**

Framework of International Business, Types of International Business, International Business Approaches, Global Marketing Theory of Competitive Advantages, Neo-Classical, Modern Approach to International Business, Problems of Trade and Aid to Developing Countries.

**Unit-II**

**International Business Decision:**

Mode of Entry, Marketing Mix, Factors Affecting decision For International Business, Economic, political, cultural, legal, technological and competitive environments in International Business.

# SEMESTER-VIII

| Corporate Governance | |
|---|---|
| Course Code: 23BBA801 | Continuous Evaluation:40Marks |
| Credits:4 | End Semester Examination:60Marks |
| Prerequisite: NIL | Course Category: Major course |

**COURSE OBJECTIVES (COs)**

1. To provide basic knowledge of business ethics and values and its relevance in modern context.
2. To enable the students know the importance of ethics in management and decision making process.
3. To give an insight on corporate governance practices in Indi
4. To provide about necessary knowledge and skills for building professional boards, stakeholder engagement and shareholder activism.
5. To build and monitor systems that has strong internal control to prevent corporate frauds

**COURSE LEARNING OUTCOMES (CLOs)**

1. It enables the students to know the importance of following ethics in business organizations.
2. It helps the students to inculcate work values in their professional life.
3. It helps the students to understand the importance of corporate governance to the stakeholder
4. Students will understand the rights and responsibilities of shareholders.
5. Appropriately address ethical issues such as conflicts of interest and insider trading

**MAPPING BETWEEN COURSE OBJECTIVES (COS) AND COURSE LEARNING OUTCOMES (CLOS)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO 5 |
| CO1 | | | | | |
| CO2 | | | | | |
| CO3 | | | | | |
| CO4 | | | | | |
| CO5 | | | | | |

**COURSE CONTENT**

**UNIT 1:**

Introduction to business ethics and values: 10 HRS Meaning, Nature of business ethics, Importance of business ethics, Factors influencing business ethics, Arguments for and against business ethics, Types of ethical dilemmas. Values: Meaning, Types of values.

**UNIT 2:**

| Supply Chain Management | |
|---|---|
| Course Code: 23BBA802 | Continuous Evaluation:40Marks |
| Credits:4 | End Semester Examination:60Marks |
| Prerequisite: NIL | Course Category: Major course |

**COURSE OBJECTIVES (COs)**

1. To expose the students to the role of integrated service providers and identify types of supply chain integration agreements
2. To equip students to Discuss the role of customer service in supply chain management.
3. Students are introduced to different jobs in the various sectors of the supply chain management industry.
4. To make students Identify the components of a supply chain, and their sources and planning involved in managing a supply chain.
5. Explain the role of supply chain and customer services.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP).
After completion of the course, students would be able to:

1. Describe the importance of forecasting, planning, and scheduling
2. Explain procurement planning, inventory control and planning, and safe and efficient storage methods.
3. Describethedifferentmodesoftransportationandthefunctionsoftransportation management.
4. Describe the role of manufacturing and the types of production systems.
5. Apply the knowledge of supply chain and customer services.

**MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO 5 |
| CO1 | | | | | |
| CO2 | | | | | |
| CO3 | | | | | |
| CO4 | | | | | |
| CO5 | | | | | |

**COURSE CONTENT**

**Unit I**

Introduction to supply chain management: concept, objectives and functions of SCM, the conceptual framework of SCM, supply chain strategy, operating model for the supply chain. Managing the external and internal supply chain.

**Unit II**

Global supply chain management: EDI, problems of complexity confronting supply chain

| DIVERSITY & BUSINESS SUSTAINABILITY | |
|---|---|
| Course Code: 24BBA803 | Continuous Evaluation:40Marks |
| Credits:4 | End Semester Examination:60Marks |
| Prerequisite: NIL | Course Category: Major course |

**COURSE OB_JECTIVE (COs)**

1. To understand the bases of India's diversity and its linkages with the people, livelihood, occupational diversity and socio-economic challenges
2. To understand diversity and its implications for the business.
3. To make the understanding of livelihood and occupational diversity.
4. To acquaint with trends in Diversity.
5. To explore the relationship between diversity and another area of business

**COURSE LEARNING OUTCOME (CLOs)**

1. Understand the bases of India's diversity and its linkages with the people, livelihood, occupational diversity and socio-economic challenges.
2. Understanding diversity and its implications for the business.
3. To make students understand and get practical knowledge of livelihood and diversity
4. Students will be able to understand the role of diversity in real-life situations.
5. Students would be able to grasp the knowledge of diversity and apply in the corporate sector.

**MAPPING BETWEEN COURSE OBJECTIVES (COs)AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO 5 |
| CO1 | | | | | |
| CO2 | | | | | |
| CO3 | | | | | |
| CO4 | | | | | |
| CO5 | | | | | |

**Unit-I**

**Introduction**

Recognizing, Accommodating and valuing diversity, Challenges and dilemmas posed by diversity and drive for homogenization; Sources of dilemma and tension—immigration, competition for limited resources.

**Unit -2**

Regional bases of India's diversity: regional approach to understanding diversity in terms of India's topography, drainage, soil, climate, natural vegetation, rural and urban settlement. Social diversity in India: Peopling, demography, languages, castes, ethnicity, religions, sects, family, kinship and social institutions; socio-cultural regions.

# DISCIPLINE-SPECIFIC ELECTIVES
# FINANCE

| Principles of Banking and Insurance | |
|---|---|
| Course Code: 23BBA504F | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Functional Elective |

**COURSE OBJECTIVES (COs)**

1. To acquaint students with the Indian Banking reforms and innovation.
2. To familiarize students with the regulatory framework of the Indian Banking Industry.
3. To enable students' to analyze bank's balance sheet and credit risk management.
4. To acquaint students with the concepts of risk and insurance.
5. To provide insights into the insurance regulations in India.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of the course, students would be able to:

1. Understand the banking sector's reforms and innovations.
2. Comprehend the significance of capital adequacy norms in maintaining liquidity and financial health of the banks.
3. Assess the bank's financial position and the risk associated with the credit mechanism
4. Apply the various insurance instruments to manage the risk.
5. Apply various Insurance Regulations Acts in real life situations.

**MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO5 |
| CO1 | | | | | |
| CO2 | | | | | |
| CO3 | | | | | |
| CO4 | | | | | |
| CO5 | | | | | |

**COURSE CONTENT**

**Unit 1: Introduction to Banking**

Introduction to Banking – Meaning, Origin, Scope – Indian Banking System- Types of Banks- Role and functions of Banks – Banking Structure – Branch Banking, Unit Banking, Group Banking and Chain Banking. India's Approach to Banking Sector Reforms. Innovations in Banking: E-banking, Mobile banking, Overview of Micro Finance, New Products & Services.

**Unit 2: Regulatory Framework of Banking Sector**

RBI Act, 1934 – Role and Functions of RBI, Monetary Policy of RBI – Provisions of RBI Act 1935, Banking Regulation Act 1949 - Opening of new banks and branch licensing - Constitution of board of directors and their rights - Banks shareholders and their rights - CRR

| Financial Institutions and Markets | |
|---|---|
| Course Code: 24BBA604F | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Functional Elective |

**COURSE LEARNING OBJECTIVES (COs)**

1. To understand the framework of the financial system in India.
2. To examine the roles and functioning of Financial Markets.
3. To explore factors influencing stock market movements..
4. To examine the segments and participants of the money market.
5. To investigate the trading mechanisms and infrastructure of the secondary market for government and debt securities.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP).
After completion of course, students would be able to:

1. Describe the structure and components of the Indian financial system
2. Evaluate the integration of Indian financial markets with global counterparts and its implications for market participants.
3. Apply knowledge of stock indices to understand market performance and investor sentiment.
4. Solve problems related to the pricing and trading mechanisms of money market instruments.
5. Analyze the procedures and requirements involved in issuing corporate securities in the primary market.

**MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| **COURSE OBJECTIVES (COs)** | **COURSE LEARNING OUTCOMES (CLOs)** | | | |
|---|---|---|---|---|
| | **CLO 1** | **CLO2** | **CLO3** | **CLO4** |
| **CO1** | | | | |
| **CO2** | | | | |
| **CO3** | | | | |
| **CO4** | | | | |

**COURSE CONTENT**

**Unit I Structure of Indian Financial System:**
An overview of the Indian financial system, major reforms in the last decade, Commercial Banking: Role of Banks, NPA, Risk Management in Banks, Basel Norms, Products offered by Banks and FIs: Retail banking and corporate banking products. Universal Banking: need and importance, trends and RBI guidelines, Core banking solution (CBS); RTGS and internet banking, NBFCs and its types; comparison between Banks and NBFCs.

**Unit II Introduction to Financial Markets in India**:
Role and Importance of Financial Markets, Types of Financial Markets: Money Market; Capital Market; Factors affecting Financial Markets, Linkages Between Economy and Financial Markets, Integration of Indian Financial Markets with Global Financial Markets,

| Corporate Valuation | |
|---|---|
| Course Code: 23BBA605F | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Discipline specific electives |

**COURSE OBJECTIVES (COs)**

1. To develop a comprehensive understanding of corporate valuation methodologies and techniques.
2. To apply financial statement analysis to assess the financial health and performance of a company for valuation purposes.
3. To utilize discounted cash flow (DCF) models to estimate the intrinsic value of a company.
4. To apply relative valuation methods and industry analysis to determine a company's value in comparison to its peers.
5. To analyze and interpret the valuation of special situations such as mergers and acquisitions, distressed companies, and intangible assets.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Demonstrate a solid understanding of the principles and concepts underlying corporate valuation.
2. Apply financial statement analysis techniques to evaluate a company's financial performance and identify valuation drivers.
3. Utilize discounted cash flow (DCF) models to estimate the present value of a company's future cash flows.
4. Conduct industry and peer group analysis to determine appropriate valuation multiples and benchmarks.
5. Evaluate and justify valuation conclusions through the effective communication of findings and supporting evidence.

**MAPPING MATRIX OF COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | |
|---|---|---|---|---|
| | CLO1 | CLO2 | CLO3 | CLO4 |
| CO1 | | | | |
| CO2 | | | | |
| CO3 | | | | |
| CO4 | | | | |

**COURSE CONTENT**

**Unit 1: Introduction to Corporate Valuation**

Meaning and importance of corporate valuation, Valuation approaches and methodologies, Overview of financial statements and their role in valuation Introduction to valuation models and techniques

| Stock Market Operations | |
|---|---|
| Course Code: 24BBA704F | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Functional Elective |

**COURSE OBJECTIVES (COs)**

1. To make students familiar with Indian securities market.
2. To provide an understanding of the functions of the stock exchanges.
3. To acquaint students with basic concepts of Listing of Securities
4. To create awareness about the various Stock Market Indices.
5. To invoke the knowledge of forex market dealings among students.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Understand the basic concepts of Indian securities market.
2. Recognize the functions of the stock exchanges.
3. Appreciate the basic concepts of Listing of Securities.
4. Gain learning of the stock market indices.
5. Develop understanding in students of transaction process in Foreign Exchange Market

**MAPPING MATRIX OF COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO5 |
| CO 1 | | | | | |
| CO 2 | | | | | |
| CO 3 | | | | | |
| CO 4 | | | | | |
| CO 5 | | | | | |

**COURSE CONTENT**

**Unit-I**

**An overview of Indian Securities Market**

Brief Overview of Indian Financial Markets, Types of Capital Market (Primary & Secondary Markets) Meaning, Functions, Intermediaries, Role of Primary Market – Methods of floatation of capital – Problems of New Issues Market – IPO's – Investor protection in primary market – Recent trends in primary market – SEBI measures for primary market. Meaning, Nature, Functions of Secondary Market – Organization and Regulatory framework for stock exchanges in India – Defects in working of Indian stock exchanges – SEBI measures for secondary market – Overview of major stock exchanges in India.

| Merchant Banking and Financial Services | |
|---|---|
| Course Code: 23BBA705F | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Functional Elective |

**COURSE OBJECTIVES (COs)**

1. To develop a comprehensive understanding of the functions and operations of merchant banking and financial services.
2. To familiarize students with the role of merchant bankers in issue management activities.
3. To understand the various financial services offered to retail and corporate clients.
4. To comprehend the importance of securitization and Mortgages.
5. To familiarize with depository and security brokerage mechanisms in India.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP).
After completion of course, students would be able to:

1. Demonstrate the understanding of the role and functions of merchant banking in the financial industry.
2. Outline and analyze the merchant banking principles in managing initial public offerings and underwriting processes.
3. Analyze and evaluate financial services offered by banks, insurance companies, and mutual funds.
4. Assess and analyse the types of mortgages available to the individuals and corporates.
5. Understand the nature and application structured products in risk management and investment strategies.

**MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO5 |
| CO1 | | | | | |
| CO2 | | | | | |
| CO3 | | | | | |
| CO4 | | | | | |
| CO5 | | | | | |

**COURSE CONTENT**

**Unit 1: Merchant Banking**

Merchant Banking: Nature and scope of Merchant Banking, Regulation of Merchant Banking Activity, overview of current Indian Merchant Banking, Structure of Merchant Banking industry, Role of merchant bankers in primary Markets in India and abroad. Professional Ethics and code of conduct laid down by SEBI, Recent Developments and Challenges ahead.

# DISCIPLINE-SPECIFIC ELECTIVES MARKETING

| Consumer Behaviour | |
|---|---|
| Course Code: 23BBA504M | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Functional Elective |

**COURSE OBJECTIVES (COs)**

1. To introduce students to consumers, consumer behavior in the market place and their impact on marketing strategy
2. To understand the principal factors that influence consumers as individuals and decision makers with an application to the buying decision process.
3. To address the importance of subculture and global consumer culture as marketing opportunities.
4. To make students understand the theoretical perspectives associated with consumer decision making, including recognizing cognitive biases and heuristics.
5. To make students understand the theoretical perspectives of the family life cycle, decision-making and Social Class.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Identify the dynamics of human behavior and the basic factors that influence the consumers decision process.
2. Explore and compare the core theories of consumer behavior in both consumer and organizational markets.
3. Apply and demonstrate theories to real-world marketing situations by profiling and identifying marketing segments.
4. Appraise models of Consumer Behaviour and determine their relevance to particular marketing situations.
5. Understanding the theoretical perspectives of the family life cycle, decision-making, and Social Class

**MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO 5 |
| CO1 | | | | | |
| CO2 | | | | | |
| CO3 | | | | | |
| CO4 | | | | | |
| CO5 | | | | | |

| Marketing of Services | |
|---|---|
| Course Code: 23BBA505M | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Functional Elective |

**COURSE OBJECTIVES (COs)**

1. To develop students' understanding of those aspects of marketing that are of particular relevance to service producing organizations.
2. To present strategies and approaches for addressing these challenges, and
3. To develop students' abilities to identify services decision problems, ascertain alternatives, define crucial issues, analyze, make decisions and plan the implementation of these decisions
4. To understand challenges in managing services across industries.
5. To understand the role of CRM practices and the Gap model of service quality.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of the course, students would be able to:

1. Supplement basic marketing and marketing strategy courses by focusing on problems and strategies specific to the marketing of services
2. Understand problems commonly encountered in marketing services such as inability to inventory, difficulty in synchronizing demand and supply, difficulty in controlling quality
3. Illustrated concepts using cases, examples, and exercises in service industries such as banking, health care, financial planning, consulting, the professions, and communication as well as manufacturing and high-tech industries
4. Recognize the process and challenges of service universals rather than any particular industry.
5. Understanding the role of CRM practices and the Gap model of service quality.

**MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| **COURSE OBJECTIVES (COs)** | **COURSE LEARNING OUTCOMES (CLOs)** | | | | |
|---|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** | **CLO5** |
| **CO 1** | | | | | |
| **CO 2** | | | | | |
| **CO 3** | | | | | |
| **CO 4** | | | | | |
| **CO5** | | | | | |

**COURSE CONTENT**

**UNIT I**
**Introduction to services marketing**

Introduction: Characteristics and Classification of Services, Difference between Product and

| Industrial Marketing | |
|---|---|
| CourseCode:23BBA604M | ContinuousEvaluation:40 Marks |
| Credits:4 | End Semester Examination: 60 Marks |
| Prerequisite: Basic Knowledge of marketing | Course Category: Functional Elective |

**COURSE OBJECTIVES (COs)**

1. To help the learner distinguish between consumer marketing and industrial marketing
2. To understand the nuances of industrial marketing.
3. To learn to formulate industrial marketing strategies and also design industrial marketing mix elements
4. To develop an understanding among the students about the various concepts of Industrial Marketing, which are helpful in developing sound marketing policies for industrial goods.
5. To develop marketing strategies for Industrial products

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of the course, students would be able to:

1. Defining industrial marketing
2. Differentiate between consumer markets and industrial markets.
3. Analyze the industrial market environment components of strategy in industrial marketing.
4. Identify the planning process in industrial marketing
5. Applying marketing inputs to create new markets for Industrial products.

**MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COS) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO1 | CLO2 | CLO3 | CLO4 | CLO5 |
| CO1 | | | | | |
| CO2 | | | | | |
| CO3 | | | | | |
| CO4 | | | | | |
| CO5 | | | | | |

**COURSE CONTENT**

**Unit - I**

**Introduction to Industrial Marketing-**

Nature of Industrial Marketing: Industrial Marketing Vs. Consumer Marketing Relational approach to Industrial Marketing- The Nature of Industrial Demand & Industrial Customer. Introduction to different types of Industrial Products: Major Equipment; Accessory Equipment; Raw and Processed Materials; Component Parts and Sub- Assemblies; Operating Supplies; Standardized and Non-standardized parts, Industrial service

| Fundamentals of Sales and Distribution | |
|---|---|
| Course Code: 23BBA605M | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Functional Elective |

**COURSE OBJECTIVES (COs)**

1. To acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy.
2. To equip students to organize and manage the sales force.
3. To introduce different marketing channels and understand how to manage these channels.
4. To make them aware about distribution management.
5. To sharpen decision making skills of future sales and distribution managers.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Understand & appreciate the diverse variables affecting the sales & distribution function.
2. Develop sales and distribution plans.
3. Link distribution with other marketing variables.
4. Analyse distribution channels and select appropriate ones.
5. Describe the Designing and Administering Various Compensation Plans.

**MAPPING BETWEEN COURSE OBJECTIVES (COS) AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO 5 |
| CO 1 | | | | | |
| CO 2 | | | | | |
| CO 3 | | | | | |
| CO 4 | | | | | |
| CO 5 | | | | | |

**COURSE CONTENT**

**Unit 1 Introduction to Sales Management**

Evolution, nature and role of sales management - importance of sales management - personal selling - difference between sales and distribution - selling skills– sales management process - Managing Sales Information - emerging trends in sales management.

**Unit 2 Sales Organization and Sales Quota**

Introduction - organizational principles - organizational design - Managing of sales territory - size and allocation of sales territories - allocation of sales territories - designing a sales territory - sales quota.

| Foundations of Branding | |
|---|---|
| Course Code: 23BBA704M | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Functional Elective |

**COURSE OBJECTIVES (COs)**

1. To make students aware of branding and its concepts.
2. To provide knowledge to students about brand extensions.
3. To make students understand the relevance of brand equity.
4. To make students understand buyer behavior and the decision-making process.
5. To make students understand brand management.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Understand branding and implications of branding.
2. Appreciate brand extensions and apply it in organisations.
3. Utilize brand equity knowledge to establish equity in organisations.
4. Understand buyer behaviour and establish a brand accordingly.
5. Understand brand management and apply it in organizations.

**MAPPING BETWEEN COURSE OBJECTIVES (COS)AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO 5 |
| CO1 | | | | | |
| CO2 | | | | | |
| CO3 | | | | | |
| CO4 | | | | | |
| CO5 | | | | | |

**COURSE CONTENT**

**Unit-I**
**Introduction**
Brand:- Concept of Brand, Significance of Brand, Brand – Types, Difference between Products
and Brand; Branding Challenges; Overcoming Branding Challenges; E- Branding

**Unit 2**
**Brand extensions**
Concept of Brand Extensions, Types of Brand Extensions, Need for Brand Extensions, Pros and Cons of Brand Extensions, Category – related Extensions, Image –related Extensions,

| International Marketing | |
|---|---|
| Course Code: 23BBA705M | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Functional Elective |

**COURSE OBJECTIVES (COs)**

1. To provide students with the knowledge, skills, and foundations of international marketing.
2. To develop an understanding of numerous aspects presented in marketing in an international context.
3. To synthesize functional aptitude of marketing variables.
4. To have hands-on experience with strategy formulating and comparing for choosing the best option among others.
5. To develop an understanding of brand building in the international market.

## COURSE LEARNING OUTCOME (CLOs)

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Introduce the students to the concept of international markets, international marketing and the management of international business.
2. Describe the manifestations of international markets and analyze the various aspects in international marketing.
3. Explain and analyze the management functions of international marketing
4. Apply and compare the strategy issues and choices available for managers in international marketing.
5. Understanding of brand building, selection, and strategies in the international market.

## MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)

| COURSE OBJECTIVES (COS) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO1 | CLO2 | CLO3 | CLO4 | CLO5 |
| CO1 | | | | | |
| CO2 | | | | | |
| CO3 | | | | | |
| CO4 | | | | | |
| CO5 | | | | | |

**COURSE CONTENT**

**UNIT- I**

**Concept of international marketing**

Introduction: Globalization, Concepts of international marketing, Theory of international trade, Internationalization of Indian forms, Process of international marketing

# DISCIPLINE-SPECIFIC ELECTIVES
# HR

| HRD System and Strategies | |
|---|---|
| CourseCode:23BBA504HR | ContinuousEvaluation:40 Marks |
| Credits:4 | End Semester Examination: 60 Marks |
| Prerequisite: Basic Knowledge of HR | Course Category: Functional Elective |

**COURSE OBJECTIVES (COs)**

1. To understand the concept of HRD systems and strategies
2. To develop and improve an organization's systems and strategies leading to an optimal HRD climate.
3. To acquaint the students with the HRD applications
4. To make them aware of the HRD systems and HRD experience in Indian organizations.
5. To make them understand strategies for different scenarios.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of the course, students would be able to:

1. Demonstrate a basic understanding of the need for HRD and HRD practices that can develop and improve an organization's systems and strategies leading to an optimal HRD climate.
2. Demonstrate a basic understanding of the fundamentals of the outcome of HRD in the Indian context
3. Identify the right metrics to apply HR knowledge in organizational settings.
4. Analyze the case and be capable of determining the right technology in the area of HRD.
5. Evaluate the Industrial Relations and Future of HR in the 21st Century.

**MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO 5 |
| CO 1 | | | | | |
| CO 2 | | | | | |
| CO 3 | | | | | |
| CO 4 | | | | | |
| CO 5 | | | | | |

**COURSE CONTENT**

**Unit- I**
**Introduction to Human Resource Development**
Human Resource Development (HRD): Concept, Origin and Need, Relationship between human resource management and human resource development; HRD as a Total System; Activity Areas of HRD: Training, Education and Development; Roles and competencies of HRD professionals.

**Unit- II**
**HRD Process**

| Introduction to Performance Management | |
|---|---|
| Course Code: 24BBA505HR | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: Nil | Course Category: Functional Elective |

**COURSE OBJECTIVES (COs)**

1. To expose the students to a basic understanding of performance management.
2. To understand the applications of performance in organizations.
3. To equip the students with comprehensive knowledge to improve their ability in understanding performance appraisal in organizations.
4. To understand the strategies that need to manage a workforce.
5. To make them aware of high performance culture in the organizations.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of the course, students would be able to:

1. Link learning to developing and implementing a performance management system in the organization.
2. develop a linkage between individual goals and organizational goals.
3. Develop a plan for the students as future managers and supervisors who will conduct the performance appraisal in their organizations.
4. Comprehend the benefits of reward systems for team performance management.
5. Students will be able to implement high performance practices to satisfy the employees.

**MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO 5 |
| CO 1 | | | | | |
| CO 2 | | | | | |
| CO 3 | | | | | |
| CO 4 | | | | | |
| CO 5 | | | | | |

**COURSE CONTENT**

**Unit-I**

**Introduction to Performance Management**

Basics of Performance Management – Concept, essence, scope, need for performance management as a system, principles, PM vs. PA, linkage of performance management with other HR subsystems

**Unit-II**

**Performance Management Process**

Performance management process, Performance planning, performance management and strategic planning linkages, performance and potential management

| Introduction to Human Resource Planning | |
|---|---|
| Course Code: 23BBA604HR | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: Knowledge of basic terms related to human resource management | Course Category: Functional Elective |

**COURSE OBJECTIVES (COs**

1. Understand the concept and importance of human resource planning in organizational success.
2. Develop skills to forecast human resource needs using appropriate methods and techniques.
3. Learn to assess and analyze the human resource supply from internal and external sources.
4. Develop strategies to bridge the gap between demand and supply of human resources.
5. Gain knowledge of implementing and monitoring HR plans, including evaluating their effectiveness.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Demonstrate a clear understanding of the principles and concepts of human resource planning.
2. Apply forecasting methods and techniques to estimate future human resource needs.
3. Evaluate and analyze the internal and external sources of human resource supply.
4. Develop effective HR planning strategies to address gaps and optimize workforce management.
5. Implement and monitor HR plans, and assess their impact on organizational performance.

**MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| **COURSE OBJECTIVES (COs)** | **COURSE LEARNING OUTCOMES (CLOs)** | | | | |
|---|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** | **CLO5** |
| **CO 1** | | | | | |
| **CO 2** | | | | | |
| **CO 3** | | | | | |
| **CO 4** | | | | | |
| **CO5** | | | | | |

**COURSE CONTENT**

**Unit I: Introduction to Human Resource Planning**

Meaning, significance, and objectives of human resource planning; Role of human resource planning in organizational success; Process and steps involved in human resource planning; Factors influencing human resource planning decisions

**Unit II: Forecasting Human Resource Needs**

Methods and techniques for forecasting human resource needs; Quantitative and qualitative approaches to demand forecasting; Internal and external factors affecting human resource demand; Analysis of

| Industrial Relations and Labour Laws | |
|---|---|
| Course Code: 23BBA605 HR | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: basic knowledge of human resource working | Course Category: Discipline Specific Elective |

**COURSE OBJECTIVES (COs)**

1. To enable the students to learn the concepts of industrial relations including trade unions, collective bargaining, discipline and various labour enactments.
2. Students should able to elaborate the concept of Industrial Relations.
3. The students should able to illustrate the role of trade union in the industrial setup.
4. Students should able to outline the important causes & impact of industrial disputes.
5. Students should able to elaborate Industrial Dispute settlement procedures.
6. To appraise the various legal enactments related to Industrial relations

**COURSE LEARNING OUTCOMES (CLOs)**

After completing the course, the student shall be able to:

1. understand evolution of industrial relations and its significance in managerial world.
2. imbibe how to interact, negotiate and transact with trade unions.
3. acquaint with the basic framework of collective bargaining and workers' participation.
4. design and understand the discipline measures and address grievance mechanisms.
5. Appraise the various legal enactments related to Industrial relations

**MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO1 | CLO2 | CLO3 | CLO4 | CLO5 |
| CO1 | | | | | |
| CO2 | | | | | |
| CO3 | | | | | |
| CO4 | | | | | |
| CO5 | | | | | |

**COURSE CONTENT**

**Unit I: Industrial Relations (IR)**

Concept of Industrial Relations; Nature of Industrial Relations; Objectives of IR; Factors affecting IR in changing Environment, Evolution of IR in India; Role of State; Trade Union; Employers' Organization; Human Resource Management and IR Role of ILO in Industrial Relations, International Dimensions of IR. Concept of GIG Economy and Ramifications for industrial relations.

**Unit II: Trade Union Trade Union:**

Origin and growth, unions after Independence, unions in the era of liberalization; Factors Affecting Growth of Trade Unions in India, Multiplicity & Recognition of Trade Unions; Major Provisions of Trade Union Act1926

| HR Metric and Analytics | |
|---|---|
| Course Code: 24BBA704HR | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: knowledge of basic terms related to human resource management | Course Category: Functional Elective |

**COURSE OBJECTIVES (COs)**

1. To provide an understanding of various people analytics aspects and how it is been used in organizations
2. To provide an understanding of the fundamentals of analyzing HR data using data visualization and data analyzing techniques.
3. To identify and examine various metrics used for HR functions and decision making
4. To analyze the use of technology in the area of human resource information systems (HRIS), data visualization, and data analysis for managing employees
5. To evaluate and infer the results produced by various data analysis tools for understanding the behavior patterns of employee data for making evidence-based HR decisions.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of the course, students would be able to:

1. Demonstrate a basic understanding of various people analytics aspects and how it is been used in organizations
2. Demonstrate a basic understanding of the fundamentals of analyzing HR data analyzing techniques.
3. Identify the right metrics that can be used for HR functions and decision making.
4. Analyse the case and capable of determining the right technology in the area of HRIS.
5. Evaluation and inference of the results produced by various data analysis tools for understanding the behavior patterns.

**MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO 5 |
| CO 1 | | | | | |
| CO 2 | | | | | |
| CO 3 | | | | | |
| CO 4 | | | | | |
| CO 5 | | | | | |

**COURSE CONTENT**

**Unit 1: Introduction to HR Analytics**

Introduction to HR Analytics-Meaning, Need-Importance-Changing nature of workforce; Introduction to drivers-From business analytics to people analytics, Big data and HR

| Compensation Management | |
|---|---|
| Course Code: 23BBA705HR | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: basic knowledge of human resource working | Course Category: Discipline Specific Elective |

**COURSE OBJECTIVES (COs)**

1. To understand the concept of compensation and reward system in the organization.
2. To illustrate how compensation management can be applied to organizational settings.
3. To emphasize on how compensation and reward management work.
4. To make students comprehend about the legal requirement in designing global compensation structure.
5. To familiarize students with the upcoming trends in the compensation practices.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Gain insights of various conceptual aspects of compensation and benefits to achieve organizational goals.
2. Determine the performance-based compensation system for business excellence and solve various cases.
3. Design the compensation strategies for attraction, motivation and retaining high quality workforce.
4. Understand the Legal & Administrative Issues in global compensation to prepare compensation plan, CTC, wage survey and calculate various bonus.
5. Utilize the conceptual building skills in interpreting trends in the compensation world.

**MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO5 |
| CO 1 | | | | | |
| CO 2 | | | | | |
| CO 3 | | | | | |
| CO 4 | | | | | |
| CO 5 | | | | | |

**COURSE CONTENT**

**Unit-I: Conceptual aspects of Compensation**

Introduction of Compensation, Basic concepts of Compensation: Meaning, objectives; compensation dimensions; Components of compensation; compensation system; Economic and behavioural theories of compensation.

# Disciplines Specific Electives
# International Business

| International Business | |
|---|---|
| Course Code:23BBA504IB | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Discipline Specific Elective |

**COURSE OBJECTIVES (COs)**

1. To acquaint students with the basic understanding of the concepts and theories of international business.
2. To explain how the economic, political/legal, and financial environments affect international business operations.
3. To discuss the ethical issues confronting the international business community.
4. To understand the structure and strategies required for doing business globally.
5. To develop understanding of managing exposure while doing international business.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of the course, students would be able to:

1. Explain the internationalization process.
2. Recognize the dynamic environment affecting international business.
3. Understand the importance of ethics and governance in doing business with different countries.
4. Analyse the types of strategies that can be formulated for gaining exposure internationally.
5. Assess the different types of exposure and their significance

**MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO 5 |
| CO1 | | | | | |
| CO2 | | | | | |
| CO3 | | | | | |
| CO4 | | | | | |
| CO5 | | | | | |

**COURSE CONTENT**

**Unit-I**

**An Overview of International Business:**

Framework of International Business, Types of International Business, International Business Approaches, Global Marketing Theory of Competitive Advantages, Neo-

| Fundamentals of International Trade | |
|---|---|
| Course Code: 23BBA505IB | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Functional Electives |

**COURSE OBJECTIVES (COs)**

1. To provide an understanding of the broad principles of international trade.
2. To acknowledge the theories to facilitate the free flow of trade in goods, services and capital.
3. To examine the impact of the trade policies followed at the national and international levels as also their welfare implications for the economies
4. To help students understand and apply the various trade mechanisms across geographical boundaries.
5. To help understand the importance of WTO & GATT.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Develop a deeper understanding of the different theories of international trade.
2. Understand the economies of scale, tariff and non-tariff barriers in international trade.
3. Possess knowledge of the concepts and components of balance of payments and process of adjustment.
4. Learn about foreign exchange markets and their operations.
5. Understand why WTO & GATT are important.

**MAPPING MATRIX OF COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO 5 |
| CO1 | | | | | |
| CO2 | | | | | |
| CO3 | | | | | |
| CO4 | | | | | |
| CO5 | | | | | |

**COURSE CONTENT**

**Unit-I**

**Introduction**

Theories of International Trade: Introduction to International Trade, Theories of Absolute Advantage, Comparative Advantage and Opportunity Costs; Heckscher Ohlin Theory of Trade, Factor Price Equalization; Empirical Testing of Heckscher Ohlin Theory; New Approaches to Trade Theory: The Product Cycle theory; Technology Gap Theory

**Unit-II**

**Barriers to Trade**

Imperfect Competition and International Trade: Economies of Scale, Intra-industry Trade; Terms of Trade: Concepts and Measurement of Terms of Trade; Theory of Tariff and Non-tariff Barriers: Partial equilibrium Analysis of Tariff; Effects of Tariff on Consumer's and

| Global Strategic Management | |
|---|---|
| CourseCode:23BBA604IB | Continuous Evaluation:40Marks |
| Credits:3 | End Semester Examination: 60Marks |
| Prerequisite: NIL | Course Category: Functional Elective |

**COURSE OBJECTIVES (COs)**

1. To develop a global vision towards business operations.
2. To evaluate and analyse the rapid changesin global environment.
3. To understand the impact of strategies adopted atvarious levels in an organisation.
4. To understand the process of implementing strategies effectively in a global market.
5. To understand the strategic planning process and to implement all the functional areas.

**COURSE LEARNING OUTCOME (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Learn about Strategic Management and its dynamics.
2. Comprehend external and internal environment and its impact on business.
3. Make strategic choice for different levels of the organization.
4. Develop familiarity with some of the practical realities of running a business across the globe.
5. Make strategies to apply all the sphere of Industries.

**MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO1 | CLO2 | CLO3 | CLO4 | CLO5 |
| CO1 | | | | | |
| CO2 | | | | | |
| CO3 | | | | | |
| CO4 | | | | | |
| CO5 | | | | | |

**COURSECONTENT**

**Unit-I**
**Introduction**
Strategy, Levels of strategies: Corporate, Business and Operational level, Types of Strategies Functional Strategies, Human Resource Strategy, Marketing Strategy, Financial Strategy, Operational Strategy. Nature of Strategic Management, Vision Mission, Goals and Objectives.

**Unit- II**
**Environmental Analysis**
Introduction to corporate Restructuring, Need for corporate restructuring and forms of

| Transnational and Cross-Cultural Marketing | |
|---|---|
| Course Code: 24BBA605IB | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Functional Elective |

**COURSE OBJECTIVES (COs)**

1. To understand the concept and scope of international marketing.
2. To understand the social and environmental challenges on industrial and consumer product.
3. To learn the marketing research activities and process for multicultural environment.
4. To understand the methods of price decisions in international markets.
5. To understand the methods of promotion decisions in international markets.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Understand the basic concepts and developments in international marketing.
2. Explore the challenges of cultural and social forces of industrial and consumer product in international market.
3. Apply and connect with the techniques and process of marketing research in multicultural environment of international market.
4. Acknowledge the price mechanism and promotional strategic decisions in international markets.
5. Explore the promotional strategic decisions in international markets.

**MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| **COURSE OBJECTIVES (COs)** | **COURSE LEARNING OUTCOMES (CLOs)** | | | | |
|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO5 |
| **CO 1** | | | | | |
| **CO 2** | | | | | |
| **CO 3** | | | | | |
| **CO 4** | | | | | |
| **CO5** | | | | | |

**COURSE CONTENT**

**Unit-I**

**Introduction of International Marketing**

International Marketing, the scope and challenge of international marketing, the Global Manager, importance of International Markets, development of International Marketing.

**Unit-II**

| Global Logistics Management | |
|---|---|
| Course Code: 23BBA704IB | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: Functional Elective |

**COURSE OBJECTIVES (COs)**

1. To identify and explain terms in the global supply chain environment and describe a logistics information system.
2. To learn the current global transportation and supply chain issues while demonstrating an understanding of the logistical operations.
3. To associate the business implications of global logistics management.
4. To Identify and explain terms in the global supply chain environment.
5. To Identify and explain various documents.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Explain logistics/global supply chain terms and describe a logistics information system.
2. Solve transportation problems utilizing knowledge of world geography, the transportation system and applying forecasting techniques to various facets of supply chain management.
3. Evaluate technical factors of logistics in international trade and its implications on global logistics management.
4. Demonstrate the multiple aspects of maritime transportation and its role in the global supply chain.
5. Explain various international documents.

**MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| **COURSE OBJECTIVES (COs)** | **COURSE LEARNING OUTCOMES (CLOs)** | | | | |
|---|---|---|---|---|---|
| | **CLO 1** | **CLO 2** | **CLO 3** | **CLO 4** | **CLO 5** |
| **CO1** | | | | | |
| **CO2** | | | | | |
| **CO3** | | | | | |
| **CO4** | | | | | |
| **CO5** | | | | | |

**COURSE CONTENT**

**UNIT I**

**Introduction to logistics**

The Supply Chain Revolution; Logistics Drivers, Customer Accommodation, Procurement, & Manufacturing, Information Technology; Inventory management and packaging.

| Foreign Trade Policy | |
|---|---|
| Course Code: 23BBA705IB | Continuous Evaluation: 40 Marks |
| Credits: 4 | End Semester Examination: 60 Marks |
| Prerequisite: NIL | Course Category: DSE |

**COURSE OBJECTIVES (COs)**

1. To acquaint the students with the structure of India's foreign trade and explore India's trade policy.
2. To create awareness about the various schemes initiated for EXIM.
3. To understand the theories of foreign trade and foreign exchange
4. To provide an understanding of role of the Indian government in promoting India's foreign trade.
5. To understand the regulatory framework of bodies handling foreign exchange facilities.

**COURSE LEARNING OUTCOMES (CLOs)**

The syllabus has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

1. Equip the students to critically evaluate the India's foreign trade policy and it's economic relations.
2. Analyze the importance of various measures and schemes adopted for EXIM.
3. Develop theoretical understanding of the theories of trade and foreign exchnage
4. Understand the meaning importance of role of Indian government in promoting India's foreign trade.
5. Develop the skills among students to anticipate various regulatory and legal aspects related to India's foreign trade.

**MAPPING BETWEEN COURSE OBJECTIVES (COs) AND COURSE LEARNING OUTCOMES (CLOs)**

| COURSE OBJECTIVES (COs) | COURSE LEARNING OUTCOMES (CLOs) | | | | |
|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO5 |
| CO 1 | | | | | |
| CO 2 | | | | | |
| CO 3 | | | | | |
| CO 4 | | | | | |
| CO 5 | | | | | |

**COURSE CONTENT**

**Unit-I**

**Introduction to India's Foreign Trade and Policy**

History and introduction to foreign trade, India's Foreign Trade Recent Trends, objective of foreign trade policy, Structure and Equilibrium of India's Balance of Payments, major exports and imports, prohibited and restricted items, Policy making body and regulatory framework; Trends and developments in India's foreign trade policy; Bilateralism and multilateralism in

# Summer Internship
# Project Guidelines

(Established under Haryana Private University Act, 2006 as amended by Act No. 8 of 2013)

**FACULTY OF MANAGEMENT AND COMMERCE**
**SUMMER INTERNSHIP PROJECT FILE**

**Programme: Graduate**
**Specialization: BBA (Hons.)**

**Semester & Year: 5th Semester & 3rd year**

**Course Code:** 23BBA506P

**Course Title: SUMMER INTERNSHIP PROJECT (V Semester)**

**SUMMER INTERNSHIP PROJECT**

**For BBA (Hons.)**




# Faculty of Management and Commerce

## Faculty of Management and Commerce

**For BBA 5th semester**
**Course Title: SUMMER INTERNSHIP PROJECT**
**Course Code: 23BBA506P**
**Credit Units: 4**

| L | T | P | TOTAL CREDIT UNITS |
|---|---|---|---|
| 0 | 0 | 0 | 4 |

**Internal Marks**

| | |
|---|---|
| **Review 1** | **20** |
| **Review 2** | **20** |
| **Report & Final submission** | **20** |

**External Marks: 40**

**Introduction:** The Summer Internship is a mandatory Non-teaching Credit Course and is an important component of BBA programs. This is a substantial, sustained and independent exercise in research conducted with industry with respect to any problem or project and produced by an individual student involving substantial data collection in the field with the work presented as a written report, which demonstrates at an appropriate level and in an area relevant to the chosen degree of the student.

**Prerequisites:**
The prerequisite for this course is basic understanding of the research methodology and quantitative techniques.

**COURSE OBJECTIVES (COs)**

- To help students stimulate their minds to think coherently by working in different projects or problems across diverse industry sectors.
- To select, evaluate and apply critical management thinking to an industry/sectoral issue or problem
- To critically evaluate the techniques and processes used to investigate an important organizational issue or problem.

**STUDENT LEARNING OUTCOMES (CLOs)**
The specific student learning outcomes expected of the dissertation are:

- To equip the student to apply concepts, theories, models, and tools in real life or in live projects and problems.
- To critically assess, evaluate and predict current and future metrics, research technologies, and research data output related to the problem areas, projects or the subjects.
- Learn to apply the Conceptual knowledge in real life scenarios or case situations across

# Live project/Research Project Guidelines

## For the students of BBA




**Live Projects & Research Projects**

| | |
|---|---|
| 23BBA405P | Live Project-I |
| 23BBA606P | Live Project-II |
| 23BBA706P | Research Project-I* (Students pursuing Hons. with Research degree) |
| 23BBA805P | Research Project-II**(Students pursuing Hons. with Research degree) |
| 23BBA804P | Dissertation* (Students pursuing Hons. degree) |

# Faculty of Management & Commerce
# Live Project/Research Project Guidelines

**INTRODUCTION**

The live project is a mandatory as non-teaching credit course and is an important component of all BBA programs. A live project consists of hands-on practical training, industry exposure with Live Projects, Assignments, Tests and Mentorships & Networking with Industry People. Live Project "bridges" the learning gap in Industry not only through practical training but also by practical exposure / experience to live projects.This is a substantial, sustained and independent exercise in conducted with industry with respect to any problem or project and produced by an individual student may involve substantial data collection in the field with the work presented as a written report, which demonstrates at an appropriate level and in an area relevant to the chosen degree of the student.

**COURSE OBJECTIVES (COs)**

- To help students stimulate their minds to think coherently by working in different projects or problems across diverse industry sectors.
- To select, evaluate and apply critical management thinking to an industry/sectoral issue or problem
- To critically evaluate the techniques and processes used to investigate an important organizational issue or problem.

**STUDENT LEARNING OUTCOMES (CLOs)**

The specific student learning outcomes expected of the dissertation are:

- To equip the student to apply concepts, theories, models, and tools in real life or in live projects and problems.
- To critically assess, evaluate and predict current and future metrics, research technologies, and research output related to the problem areas, projects or the subjects.
- Learn to apply the conceptual knowledge in real life scenarios or case situations across diverse industry sectors.
- To synthesize the information to arrive at a coherent conclusion and evaluate the implications for the suggested recommendations.

**SUPERIVISION**

- Each student to be guided by an allotted mentor/faculty of SRM University (Faculty of Management).

**GUIDELINES FOR LIVE PROJECT**

- It is mandatory for students to prepare a live project report under the guidance of a mentor from the Department itself.
- The student should be in constant touch with the allotted SRM faculty mentor.
- Students will submit live project report in the department, Faculty of Management (SRM University) and will give final presentation in front of Evaluation Board.