Curriculum & Syllabi

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

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

(4 YEAR UNDERGRADUATE DEGREE PROGRAM)

[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 student's 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 management education.

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 OF MANAGEMENT STUDIES- PROGRAM LEARNING OUTCOMES (PLOs)

The BBA course provides an extreme and rigorous base 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-round 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 management and allied domains to the solutions of real-world complex business issues.

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, HR 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 PROGRAM EDUCATIONAL OBJECTIVES (PEOs) AND PROGRAM LEARNING OUTCOMES (PLOs)

PLOs/PEOs	01	02	03	04	05	06	07
01							
02							
03							
04							
05							
06							

PROGRAM STRUCTURE- BBA (Hons.)

The curriculum of BBA will help students to get an insight into the tricks & acumen necessary for competent handling of business and segments constituting it. The BBA program also helps the students in sharpening the managerial skills & soft skillsnecessary for conducting routinized and specialized tasks in the real work-life scenario. In order to earn a Bachelor's degree, a student should earn a minimum of 182 credits in the course of their study. The credit requirements for their program of study are comprised of the following program Structure:

- **Major 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 Human Resource, Marketing, Finance and International Business in the mind of the learners so that they proceed to the rest of their years of study with up-to-date knowledge. Some core courses are interdisciplinary due to their requirements in the management program.

- **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 of the 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 I and II semesters.

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

  Under Skill Enhancement Courses five (SEC) with defined nomenclature and course content for BBA graduates from the I Semester to the V 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 I, II and IV semesters. These are intendedto 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 Honors would complete 12 Credits of Research/Dissertation. Students pursuing Honors will do 2 Courses of 8 Credits in lieu ofthe 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 and IV and VI semesters. 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 students has to do Research Project-I and II in VII 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(Hons.) Program Structure in Alignment with NEP-2020 in SRMUH w.e.f. Academic Year 2024-25

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(Hons.) Program Credit Structure in Alignment with NEP-2020 in SRMUH w.e.f. Academic Year 2024-25

Sl. No.	Course Category	Abbreviation	Credit Requirements		
			3 Year UG	4 Year UG	
				BBA (Hons.)	BBA(Hons. with Research)
1	Major Courses	DSC/Interdisciplinary Courses (IDC)	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/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 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. 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(Hons.) Program Credit Structure Semester wise in Alignment with NEP-2020 in SRMUH

w.e.f. Academic Year 2024-25

Four Year Under Graduate BBA Program Credit Structure Semesterwise in alignment with NEP-2020 in SRMUH w.e.f. Academic Year 2024-25										
Faculty of Management Studies										
Semester	**Broad Category of Courses**								**Total Credits**	**Remarks**
	Major	**Minor**	**MDC**	**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(Hons.) Program Courses Credit Structure Semester wise in Alignment with NEP-2020 in SRMUH
w.e.f. Academic Year 2024-25

	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/23HIN 101-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						**26**	**23**	
	Second Semester							
Sl. No.	**Course Code**	**Course Title**	**L**	**T**	**P**	**Hours**	**Credits**	**Course Category**
1	23BBA201	Fundamentals of Organizational Behavior	4	0	0	4	4	Major Course
2	23BBA202	Cost and Management Accounting	4	0	0	4	4	Major Course
3	23BBA203	Business Law	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/23HIN 101-II	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** ****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	Quantitative Techniques for Managers	4	0	0	4	4	Major Course
3.	23BBA303	Digital Marketing	4	0	0	4	4	Major Course
4.	23BBA304	Micro Economics	4	0	0	4	4	Minor Stream 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						**25**	**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	Corporate law	4	0	0	4	4	Major Course
4	23BBA404	Macro Economics	4	0	0	4	4	Minor Stream 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		2	Live Project
TOTAL						**25**	**25**	

***Students would require to complete Live Project during the semester**
****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	Production and Operations Management	4	0	0	4	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	23BBA504HR/F/M	DSE-I HR/Mkt/Finance/IB	4	0	0	4	4	Minor Stream Course
5	23BBA505HR/F/M	DSE-II HR/Mkt/Finance/IB	4	0	0	4	4	Minor Stream Course
6	24AR555	Aptitude and Reasoning	0	0	2	2	1	Skill Enhancemen Course
7	23TS501	Essentials of Block chain and IoT	0	0	2	2	1	Skill Enhancemen Course
8	23BBA506P	Summer Internship Project*	0	0	0	0	4	Summer Internshi
TOTAL						**24**	**26**	

	Sixth Semester							
Sl.No.	**Course Code**	**Course Title**	**L**	**T**	**P**	**Hours**	**Credits**	**Course Category**
1	23BBA601	Introduction to Business Strategy	4	0	0	4	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	23BBA604HR/F/M	DSE-III HR/Mkt/Finance/IB	4	0	0	4	4	Minor Stream Course
5	23BBA605HR/F/M	DSE-IV HR/Mkt/Finance/IB	4	0	0	4	4	Minor Stream Course
6	23VOC607	Project Management	4	0	0	4	4	Vocational Course
7	23BBA606P	Live Project-II	0	0	0	0	2	Live Project
TOTAL						**24**	**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 pursuin Hons. degree)
5	23BBA 705HR/F/M	DSE-VI* HR/Mkt/Finance/IB	4	0	0	4	4	Major/Minor Course* (DSE) (Students pursuin 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****	

	Eight 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 Research Project in VII Semester and one Dissertation in VIII Semester.**							
	****Students pursuing BBA Hons. with research would complete 12 Credits of Research project.**							

	On completion of VIII Semester, students shall be awarded Bachelor of Commerce degree (BBA Hons. or BBA Hons. with Research) after securing the requisite 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	Business Law	4
7	Major course	23BBA301	Creating an Entrepreneurial Mindset	4
8	Major course	23BBA302	Quantitative Techniques for Managers	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	Corporate Law	4
13	Major Course	23BBA501	Production and Operations management	4
14	Major Course	24BBA502	E-Commerce	4
15	Major Course	23BBA503	Fundamentals of Financial Management	4

16	Major Course	23BBA601	Introduction to Business Strategy	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	24BBA605IB	Transnational and Cross-Cultural Marketing	4
25	23BBA704IB	Global Logistics Management	4
26	23BBA705IB	Foreign Trade Policy	4

Four Year Under Graduate Program (BBA Hons. & BBA Hons. with Research): Examination, Assessment & Evaluation System in SRMUH w.e.f. Academic Year 2024-25

- 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-8

Four Year Under Graduate BBA(Hons.) Program: Examination, Assessment & Evaluation System in SRMUH w.e.f. Academic Year 2024-25			
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 2024-25

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.

Table-9

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(HONS.))

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					
CO 4					
CO5					

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

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.

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.

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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.

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

Business Law	
Course Code: 23BBA203	Continuous Evaluation: 40 Marks
Credits: 4	End Semester Examination: 60 Marks
Prerequisite: Nil	Course Category: Major Course

COURSE OBJECTIVES (COs)

1. To help the students in understanding the functions and responsibilities of managers.
2. To provide them tools and techniques to be used in the performance of the managerial job.
3. To enable them to analyze and understand the environment of the organization.
4. To help the students to develop cognizance of the importance of management principles.
5. To familiarize students with the significance of ethics in business and its implications

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 the roles, skills and functions of management.
2. Analyze the effective application of PPM knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.
3. Understand the complexities associated with the management of human resources in organizations.
4. Recognize the principles related to management and their applicability in business.
5. Understand the ethical issues and complexities in business.

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 Indian Contract Act, 1872

The Indian Contract Act 1872: Meaning and Essentials of contract; Kinds of contract- Based on: validity, formation & performance, law relating to offer and acceptance, consideration, competency to contract, free consent, Void agreements, performance of contracts, discharge of contracts, breach of contracts, Special contracts: contract of indemnity and guarantee, bailment and pledge, and agency.

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.

UNIT-II

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.

Quantitative Techniques for Managers	
Course Code: 23BBA302	Continuous Evaluation: 40 Marks
Credits: 4	End Semester Examination: 60 Marks
Prerequisite: NIL	Course Category: Major Course

COURSE OBJECTIVES (COs)

1. To make students understand the concept of quantitative techniques and linear programming.
2. To illustrate an application of transportation and assignment models.
3. To make students comprehend the application of network techniques.
4. To familiarize students with the decision-making environments prevailing in business and industry.
5. To make students understand the concepts of theories needed in the competitive environment.

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. Formulate linear programming equations, derive solutions, and extract its economic significance.
2. Derive solutions to transportation and assignment problems by applying different methods
3. Construct the network diagram and interpret its economic significance.
4. Take effective decisions under different decision-making situations.
5. Solve and derive the value of the game by employing multiple 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	CLO 5
CO1					
CO2					
CO3					
CO4					
CO5					

COURSE CONTENT

Unit 1
Quantitative Techniques and Linear Programming

Meaning, Need and Importance, Role of Quantitative Techniques in Business and Industry, Quantitative Techniques in Decision Making, Limitations. Linear Programming: Meaning -

Digital Marketing	
Course Code: 23BBA 303	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.

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

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 LEARNINGOUTCOMES (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 HRM
Introduction to Human Resource Management: Concept of Human Resource Management, Nature, Scope, Functions and challenges of HRM, Roles of Human Resource Managers; Responsibilities of Human Resource Managers

Corporate Law	
Course Code: 23BBA403	**Continuous Evaluation**:40
Credits: 04	**End Semester Examination**:60
L T P: 4-0-0	**Course Type**: Major Course
Prerequisite: Student must have basic knowledge of concept of law	

COURSE OBJECTIVES (COs)

1. To make students understand various legal provisions related to corporate law
2. To understand the importance of various legal documents to be maintained in a company.
3. To understand and apply the legalities related to management like the classification of directors, legal positions, their powers and duties.
4. To understand and apply the provisions relating to payment of dividend, auditing, winding up, and insider trading.
5. To develop an understanding of Depositors Law and its role in companies.

COURSE LEARNING OUTCOMES (CLOs)

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

1. Understand and apply the regulatory aspects and the broader procedural aspects involved in different types of companies covering the Companies Act 2013 and the Rules there under.
2. Follow the basic legal documents and their usage essential for the operations and management of the company.
3. Enable the students to analyze company processes, meetings and decisions.
4. Equip the students with a framework of dividend distribution and the role of auditors in a company.
5. Comprehend and evaluate the working of depositories and their functions in stock markets**.**

MAPPING MATRIX COURSE OBJECTIVES (COs) & 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:

Administration of Company Law- National Company Law Tribunal (NCLT), National Company Law Appellate Tribunal (NCLAT), Special Courts]; Company: Concept and Characteristics of a company; lifting of corporate veil; Types of companies.

Macro Economics	
Course Code: 23BBA 404	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

Production and Operations Management	
Course Code: 23BBA501	Continuous Evaluation: 40 Marks
Credits: 4	End Semester Examination: 60 Marks
Prerequisite: NIL	Course Category: Major Course

COURSE OBJECTIVES (COs)

1. To understand the fundamental concepts and principles of production and operations management.
2. To apply various techniques and tools for effective production planning and control.
3. To evaluate and optimize theories and practices to improve location and layout related decision.
4. To apply quantitative methods and tools for decision making in production and operations management.
5. To analyze and improve processes to enhance efficiency and productivity.

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 and apply the key concepts and principles of production and operations management.
2. Utilize various techniques and tools for effective production planning and control.
3. Evaluate and optimize the factors to improve decision making.
4. Apply quantitative methods and tools to make informed decisions related to production and operations management.
5. Analyze and improve processes to enhance the quality of goods and services produced.

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 Production and Operations Management

Introduction to productions and operations management: Nature of production, productions and system, production as an organizational function, decision making in production, production management and operations management, Characteristics of modern production and operation management, organization of production function, recent trends in production/operations management.

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 e-commerce, Porter's value chain model, competitive strategy, different types of ecommerce like B2B, B2C, C2C, C2B, G2C, Transaction cost and role of E-Commerce.

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

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

Introduction to Business Strategy	
Course Code: 23BBA601	Continuous Evaluation: 40 Marks
Credits: 4	End Semester Examination: 60 Marks
Prerequisite: Nil	Course Category: Major Course

COURSE OBJECTIVE (COs)

1. To introduce the concepts of strategy and understand its nature in the competitive and institutional landscape.
2. To develop a holistic approach to see business issues comprehensively and use other core and functional subject knowledge for decision-making.
3. To make them aware of the strategic management practices in the industry
4. To acquaint the students to handle critical situations in the business world through the practical application of knowledge and skills of the subject.
5. To make them learn about the business practices and procedures to meet business objectives

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 major theories, background work, concepts and research output in the field of strategic management.
2) Develop a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature
3) Demonstrate application of previous knowledge testing of SM in solving business problems
4) Demonstrate and apply effective application of concepts, tools & techniques to practical situations for diagnosing and solving organizational problems.
5) Determine capability of making their own decisions in dynamic 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					

COURSE CONTENT

Unit-I

Introduction to Business Strategy

Nature & importance of business policy & strategy: Introduction to the strategic management process and related concepts; Characteristics of corporate, business & functional level strategic management decisions. Company's vision and mission: need for a mission statement, criteria

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

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					
CO 5					

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

Objective: This course aims to provide comprehensive knowledge, skills, and tools for efficient project execution, ensuring successful delivery within budget and schedule. After the course, students will be equipped to strategize, plan effectively, design project schedules, and create the overall framework.

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

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 and reverse charge mechanism.
4. To develop students' ability to prepare various documents and computation of taxable value of supply.
5. 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

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.

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.

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 / SLR concepts.

Security Analysis and Portfolio Management	
Course Code: 23BBA505F	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 the principles and concepts of security analysis and portfolio management.
2. To apply fundamental and technical analysis techniques to evaluate and value securities.
3. To construct and manage investment portfolios based on risk-return considerations.
4. To evaluate the performance of investment portfolios and make appropriate adjustments.
5. To gain knowledge of alternative investment options and their role in a diversified portfolio.

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 security analysis and portfolio management.
2. Apply valuation techniques to assess the value of equity and fixed income securities.
3. Construct and manage investment portfolios using appropriate asset allocation strategies.
4. Evaluate the performance of investment portfolios using relevant performance measurement metrics.
5. Understand the role and characteristics of alternative investments and their impact on portfolio diversification and risk management.

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 Security Analysis
Introduction to investment management

- Overview of securities market and its participants
- Types of securities: stocks, bonds, derivatives
- Fundamental and technical analysis
- Efficient Market Hypothesis (EMH)

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)**			
	CLO1	**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, Mutual Fund: types of Mutual Funds and different types of schemes, concept of NAV, Merchant Bank: role

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

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

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 II
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, Unrelated 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

Assessing need for HRD; Designing and developing effective HRD programs; Implementing

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 workforce trends and future labor market conditions

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-Classical,

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.

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

Program: 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.

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.