

SCHOOL OF MANAGEMENT STUDIES

SRI SATYA SAI UNIVERSITY OF TECHNOLOGY AND MEDICAL SCIENCES

Outcome Based Curriculum for Undergraduate Degree Courses in Management

Department Of Management

(1) **Vision**: To be an institute of academic excellence with total commitment to quality education in Commerce, management and related fields, with a holistic concern for better life, environment and society.

(2) **Mission**:

- Empowering students with all the knowledge and guidance that they need to become worthy management professionals.
- Learning through Doing.
- Imparting value framework that is global yet national.
- Providing for holistic and value based development of students which ultimately enhances their employability.
- Developing social consciousness among students.
- To carve a niche for ourselves in the specialized field of commerce and management.
- Provide a nurturing and motivating environment to exploit the full potential of the students.
- Grooming youth to become a truly global personality well equipped to deal with the modern world and its challenges.
- Enable holistic development of personality with a humane and global outlook.

(3) **Program Educational Objectives (PEO's)**:

- **PEO1: Academic excellence:** Our primary objective is to enable every student to cope up with the latest developments in contemporary, national and global level through effective transaction of the curricular and co-curricular aspects.
- **PEO2: Professional Excellence:** to motivates molds and prepares the students for positions of leadership in business organizations at the local, national and international levels. The capacity building of our graduates to assume productive roles are emphasized during their stay in the college and to inculcate the habit of lifelong learning. The ultimate objective is to produce commerce graduates who possess the skills, problem solving tools and professionalism essential for being successful.
- **PEO3: Total commitment:** to focused on the all-round development of the students' personality through proper education and exposure to the vast treasure of knowledge; sports facilities and by providing platforms for their socialization.
- **PEO4: Holistic Development:** to provides exposure to learners in the latest trends in relevant branches of knowledge, competence and creativity to face global challenges. To achieve

innovations in teaching-learning, research and extension activities to realize national goals, including the adoption and promotion of knowledge output for human development.

- **PEO5: Socially responsible Citizen:** to inculcates a sense of civic responsibility, social commitment, and moral accountability among the students through social activities to with exposure to human rights, value system, culture, heritage, scientific temper and environment.
- **PEO6: Value-based Development:** To impart quality and need based education our objective is to sensitize the students to their changing roles in society through awareness raising activities.

(4) Programme Outcomes (PO's):

- **PO 01: Disciplinary Knowledge**

The curriculum planning of BBA Programme envisages the students demonstrating fundamental knowledge of the areas related to finance management, accounting, international business, corporate and business laws, economics, marketing etc. The students will be made capable of evaluating diverse perspectives provided by the prism of these areas and a comprehensive picture of business situations, using modern ways and means of dealing with issues arising in the dynamic business world.

- **PO 02: Communication Skills**

The teaching learning pedagogies used in the programme will make the students capable enough to deliver and communicate information pertaining to business effectively.

- **PO03: Problem Solving**

The BBA Involves acquainting the students with problem solving techniques by providing them with real life situations through case-studies. The students shall be able to develop better sense of problem solving after going through the courses.

- **PO04: Analytical Reasoning**

The courses offer opportunity for students to develop analytical reasoning through their active participation and involvement in teaching-learning process as envisioned in the student centric approach.

- **PO05: Cooperation/Team Work**

The curriculum also inculcates in the young minds the qualities of teamwork, cooperation and solidarity which can be seen as a vision of the current business world. They shall be able to gain insight into the need to balance the aspects of collaboration and competition for healthier delivery to society whose hallmark currently is fierce competition. The courses included in the programme teach the students to cultivate such characteristics keeping the larger societal welfare and sustenance in mind.

- **PO06: Research-related skills**

The courses make them understand the need of the current business world and make them capable to view different aspects and dimensions from global perspective. The courses are

designed in such a way that the learners are encouraged to seek deeper understanding of issues and develop research abilities.

- **PO07: Moral and ethical awareness**

The courses also involve training the students to check unethical behavior, falsification and manipulation of information in order to avoid debacles which can be seen rising persistently over the period of time.

- **PO08: Lifelong Learning**

The courses are formulated to develop a sense of attitude towards life-long learning as the world of business is constantly in a state of flux. The course content shall help students build on sustaining themselves and being relevant in all times through having such an attitude.

- **PO09: Leadership readiness/qualities**

The programme shall be able to inculcate management skills like teamwork, cooperation, motivation and leadership etc. that help build the character of a future employee and facilitate him/her in inspiring others in an organization. The courses would be able to make the students capable of handling present complexities and future challenges.

- **PO10: Information/Digital Literacy**

The courses in this programme help the students acquire knowledge of computers and become digitally literate by learning basics of computers and computerized accounting, thus becoming self-reliant.

(5) Program Specific Outcomes (PSOs)

- PSO 01: Programme aims to equip students with the knowledge, skills and attitude to meet the challenges of the modern-day business organizations.
- PSO 02: The curriculum of BBA degree provides a carefully selected subject combination of Accounting, Economics, Finance, Management, Management, Marketing and Law etc.

(06) Programme PO's and PSO's Mapping

S. No	Program	Courses Category	PO 1	PO 2	PO3	PO4	PO 5	PO6	PO7	PO8	PO9	PO10	Project Management	Life - Long Learning	PSO 1	PSO 2	
			Engineering Knowledge	Problem Analysis	Design/Development of Solution	Investigation	Modern Tool Usage	The Engineer and Society	Environment and Sustainability	Ethics	Individual and Team Work	Communication					
1	BBA	Humanities and Social Sciences including commerce & Management courses		*			*			*		*		*			
2		Basic commerce & Management courses		*		*	*		*								
3		commerce & Management courses including workshop, computer etc.		*			*								*		
4		Professional core courses		*		*											
5		Professional Elective courses relevant to chosen specialization /branch		*		*	*			*	*						
6		Open subjects – Electives from other		*		*	*			*	*	*			*	*	*

		technical and /or emerging *subjects													
7		Project work, seminar and internship in industry or elsewhere	*		*			*	*	*	*	*	*		*
8		Specific core subject	*		*										
9		Mandatory Course (Noncredit)						*	*	*	*		*		

(07) Year wise PO's and PSO's Mapping

YEAR	Name of the Courses/POs(Basic, Core Electives, Projects, Internships etc.)	PO 1	PO 2	PO3	PO4	PO5	PO6	PO7	PO8	PO 9	PO10			PSO 1	PSO 2	
		Disciplinary Knowledge	Communication Skills	Problem Solving	Analytical Reasoning	Cooperation/Team Work	Research-Related Skills	Moral And Ethical Awareness	Lifelong Learning	Leadership Readiness/Qualitie	Information/Digital Literacy					
Ist year	Principles Of Management	*	*	*		*			*		*					
	Communication Skills	*	*	*	*	*										
	Micro Economics	*	*			*			*	*						
	Business Statistics	*	*			*		*	*	*	*					
	Financial Accounting	*		*	*	*			*							
	Business Mathematics	*		*	*	*			*							
II ND year	Marketing Management	*	*	*	*	*			*		*					
	Marketing Research	*	*	*	*	*	*		*							
	Financial Management	*	*	*		*	*		*	*						
	Project Management	*	*			*		*	*	*	*					
	Human Research Management	*		*	*	*			*							
	Organizational Behaviour	*		*		*			*							
III RD YEAR	Entrepreneurship Development	*	*	*		*			*		*					
	Management Information System	*	*	*	*	*										
	Business Environment	*	*	*		*			*	*						
	Business Law	*	*	*	*	*			*		*					
	Elective Subject - Select Any One Specialization group-A/B/C															
	Consumer Behavior(A)	*	*	*		*				*		*				
	Advertising Management & Sales Promotion(A)	*	*	*		*				*		*				
	Working Capital Management(B)	*	*	*	*	*				*		*				
	Corporate Taxation(B)	*	*	*		*				*		*				
	Human Resources Development(C)	*		*	*	*				*		*				
	Wages And Salary Administration(C)	*		*	*	*				*		*				
	Project/internship(compulsory)	*	*		*		*			*		*				

(08) Structure of Programme: To fulfill the need of development of all the POs/ GAs, as per above mapping, the following year wise programme structure are as under.

[L= Lecture, T = Tutorials, P = Practical's & H= hour]

Total Hours*= 960

Structure of Undergraduate BBA program:

S.N	Course Category	Hours of the BBA Curriculum
1.	Humanities and Social Sciences including commerce & Management courses	0
2.	Basic commerce & Management courses	400
3.	commerce & Management courses including workshop, computer etc.	40
4.	Professional core courses	240
5.	Professional Elective courses relevant to chosen specialization /branch	240
6.	Open subjects – Electives from other technical and /or emerging *subjects	0
7.	Project work, seminar and internship in industry or elsewhere	40
8.	Specific core subject	0
Total		960

(09) Scheme of Examination (BBA) Academic Year 2019-20

BBA 1ST YEAR

SUBJECT CODE	GROUP	SUBJECT NAME	THEORY		CCE / INTERNAL		TOTAL MARKS		PRACTICAL		TOTAL	
			MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN
BBA(Y-101A)	1	PRINCIPLES OF MANAGEMENT	40	13	10	4	50	17	0	0	100	33
BBA(Y-101B)		COMMUNICATION SKILLS	40	13	10	4	50	17	0	0		
BBA(Y-102A)	2	MICRO ECONOMICS	40	13	10	4	50	17	0	0	100	33
BBA(Y-102B)		BUSINESS STATISTICS	40	13	10	4	50	17	0	0		
BBA(Y-103A)	3	FINANCIAL ACCOUNTING	40	13	10	4	50	17	0	0	100	33
BBA(Y-103B)		BUSINESS MATHEMATICS	40	13	10	4	50	17	0	0		
TOTAL			240		60		300				300	

BBA II ND YEAR

SUBJECT CODE	GROUP	SUBJECT NAME	THEORY		CCE / INTERNAL		TOTAL MARKS		PRACTICAL		TOTAL	
			MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN
BBA(Y-201A)	1	Marketing Management	40	13	10	4	50	17	0	0	100	33
BBA(Y-201B)		Marketing Research	40	13	10	4	50	17	0	0		
BBA(Y-202A)	2	Financial Management	40	13	10	4	50	17	0	0	100	33
BBA(Y-202B)		Project Management	40	13	10	4	50	17	0	0		
BBA(Y-203A)	3	Human Research Management	40	13	10	4	50	17	0	0	100	33
BBA(Y-203B)		Organizational Behaviour	40	13	10	4	50	17	0	0		
TOTAL			240		60		300				300	

III RD YEAR

S.n.	Subject Code	Subject Name	Theory		CCE/Internal		Practical		Project/Internship		Total
			Max	Min	Max	Min	Max	Min	Max	Min	
1	BBA 301A	Paper –I Entrepreneurship Development	40	13	10	4					100
	BBA 301 B	Paper-II Management Information System	40	13	10	4					
2	BBA 302 A	Paper-I Business Environment	40	13	10	4					100
	BBA 302 B	Paper-II Business Law	40	13	10	4					
Elective Subject - Select Any One Specialization group											
3	BBA 303 A1	Marketing Management Group(A): Paper-I Consumer Behaviour	40	13	10	4					100
	BBA 303 A2	Marketing Management group (A) :Paper-II Advertising Management & Sales Promotion	40	13	10	4					
	BBA 303B1	Finance Management Group(B): Paper-I Working Capital Management	40	13	10	4					100
	BBA 303B2	Finance Management group (B) :Paper-II Corporate Taxation	40	13	10	4					
	BBA 303C1	Human Resources Management Group(C): Paper-I Human Resources Development	40	13	10	4					100
	BBA 303C2	Human Resources Management group (C) :Paper-II Wages And Salary Administration	40	13	10	4					
4	BBA 304	Project/Internship							100	33	100

(10) Course Content

BBA 101A PRINCIPLES OF MANAGEMENT

BBA 101A	Principles Of Management Paper- I	32L:8T:0P	40 Hrs.	4Hrs/Week
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Course Objective

To acquaint the students with the fundamentals of managing business and to understand individual and group behaviour at work place so as to improve the effectiveness of an organization. The course will use and focus on Indian experiences, approaches and cases.

Course Learning Outcome

CO 1: Understand the nature of management and describe the functions of management.

CO 2: Understanding the specific roles of contemporary management.

CO 3: Develop understanding of different approaches to designing organizational structures.

CO 4: Understand the role of personality, learning and emotions at work.

CO 5: Discover and understand the concept of motivation, leadership, power and conflict.

Course Contents

UNIT – I Definition and meaning of management, functions and responsibilities of management. Principles of Management. Schools & Thoughts of Management. 8 hrs.

UNIT - II

Planning: Process types and significance, planning V/S forecasting, objective, strategies and Policies, MBO. Decision making: Process & Significance. 8 hrs.

UNIT – III

Organizing: Nature and purpose of organizing, Importance and process of organizing. Departmentation Organizational structures – Type and relevance, Line and staff relationship. 8 hrs.

UNIT – IV

Direction: Principles & Techniques, motivation: Types & Significance, Maslow’s need Hierarchy, theory X & Y motivation. Leadership: styles and importance. 8 hrs.

UNIT – V

Controlling: The system and process of controlling, Control techniques. Co-Ordination: meaning, Principles and importance. External and internal Co-Ordination. 8 hrs.

Suggested Readings:-

- S.M. Shukla : Principles of management, Sahitya Bawan, Agra (UP)
- Koontz D and welhrich : Management, international student edition, Tokyo 1980.
- R.D. Agrawal : Organization & Management MC Graw Hill, New Delhi 1982.
- Newman and Warran: The process of management: Concepts, Behavior and practices, PHI.

Teaching Learning Process

Theory and numerical with examples, Practical Lab Lectures.

Assessment Methods

Class participation, Presentation, Practical's, Viva/ test, half & End yearly Exam.

Keywords

Schools & Thoughts of Management, planning V/S forecasting, motivation, Maslow's need Hierchy

BBA 101B COMMUNICATION SKILLS

BBA 101B	Communication Skills Paper- II	32L:8T:0P	40 Hrs.	4Hrs/Week
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Course Objective

This course is designed to provide an understanding of the essential elements of Joint Ventures, Mergers and Acquisitions with the basic methods of valuation, post-merger valuation, methods of payment and financing options at global level.

Course Learning Outcome

CO1: Understand the role of corporate restructuring, particularly in the event of a business that is struggling and losing money.

CO2: Facilitate the understanding of process and economic rationales of various corporate restructuring tools such as takeovers, acquisitions, joint ventures, disinvestments, amalgamations, buyback of shares, mergers, demergers, reverse mergers, etc.

CO3: Enable the student to acquire analytical skills in analyzing real-world cases in the need for corporate restructuring in a respective venture.

CO4: Develop skills in group work, including communication, collaboration, and presentation.

Course Contents

UNIT – I

Definition and process of communication. Essentials of effective communication. Barriers to communication. Role of communication in organizational effectiveness. 8 hrs.

UNIT –II

Public Speech – Composition, principles, speech delivering skills. Group discussion Do's and Don'ts of GD's communication in committees, seminars and conference. 8 hrs.

UNIT – III

Nonverbal communication: Meaning, types and importance, listening: Difference between listening and hearing. 8 hrs.

UNIT – IV

Drafting of notices, Agendas, Minutes, job application letters preparation of curricular vitae. 8 hrs.

UNIT – V

Business correspondence essentials of effective business correspondence. Structure of business letter types of business letter – Enquiry reply orders complaints circular letter. 8 hrs.

Suggested Readings:-

- Rao N. and Das R.P., Communication skills, Himalaya publishing house, Mumbai
- Mehta D. & Mehta N.K., A handbook of communication skills practices, Radha pub., New Delhi
- Sinha K.K..m Business communication, Galgotia publishing House, New Delhi
- Murphy A. & Pech Charles E., Effective business communication, Tata McGraw Hill, New Delhi

Teaching Learning Process

Theory and numerical with examples, Practical Lab Lectures.

Assessment Methods

Class participation, Presentation, Practical's, Viva/ test, half & End yearly Exam.

Keywords

Process of communication, speech delivering skills, letters preparation

BBA 102A MICRO ECONOMICS

BBA 102A	Micro Economics Paper- I	32L:8T:0P	40 Hrs.	4Hrs/Week
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Course Objective

The purpose of this course is to apply micro economic concepts and techniques in evaluating business decisions taken by firms. The emphasis is on explaining how tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives.

Course Learning Outcome

CO1: Understand the mechanics of supply and demand in allocating goods and services and resources

CO2: Understand how changes in demand and supply affect markets

CO3: Understand the choices made by a rational consumer

CO4: Identify relationships between production and costs

CO5: Identify key characteristics and consequences of different forms of markets

Course Contents

UNIT- I

Introduction to economics, Definition of economics, nature and scope of economics, significance and evaluation of Micro economics, Function of managerial economist. 8 hrs.

UNIT- II

Concept and law of demand, law of supply, concept of market equilibrium, elasticity of demand, demand determinates. 8 hrs.

UNIT – III

Utility analysis, marginal concept of utility, indifference curve analysis: assumptions, properties of indifference curve, theory of consumer surplus. 8 hrs.

UNIT- IV

Elements of cost, factor of production: Theory of rent, theory of interest, theories of profit. 8 hrs.

UNIT – V

National Income: Estimates and analysis (GNP, NNP, GDP, and HDI) methods of measurement of national income, types of market structure, perfect v/s imperfect market, trade cycles. 8 hrs.

Suggested Reading:-

Sinha V.C., Principles of Economics, Sahitya bhawan publication, Agra
Adhikary, M., Business economics, Excel books, New delhi,
Chpora, O.P. Managerial Economics, New delhi, TMH, 1985
Koutosyiannis, A., Modern micro economics, Mac Millian, New York

Teaching Learning Process

It includes lectures, presentations, discussions of case laws and case study discussion, role plays, seminars, tutorials and project- based learning.

Assessment Methods

The assessment methods of this course are properly aligned with teaching learning processes and anticipated learning outcomes. It includes oral and written tests, case presentations, peer evaluation, problem solving exercises, observation of practical skills through case laws and viva voce interviews.

Keywords

Micro economics, law of supply, consumer surplus, Estimates and analysis (GNP, NNP, GDP, HDI) methods.

BBA 102B BUSINESS STATISTICS

BBA 102B	Business Statistics Paper- II	32L:8T:0P	40 Hrs.	4Hrs/Week
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Course Objective

To familiarize the students with various Statistical Data Analysis tools that can be used for effective decision making. Emphasis will be on the application of the concepts learnt to various managerial situations.

Course Learning Outcome

CO1: Summarize data sets using descriptive statistics

CO2: Analyze the relationship between two variables

CO3: Analyze trend and seasonality in a time series data

CO4: Draw conclusion about a population using testing of hypothesis

Course Contents

UNIT –I

Meaning and definition of statistics, statistical investigations, laws of statistics, scope of statistics, limitation of statistics. 8 hrs.

UNIT –II

Collection of data, presentation of data, frequency distribution, primary and secondary data. 8 hrs.

UNIT-III

Measure of central tendencies: Mean, Median, Mode, Geometric mean, Harmonic Mean. 8 hrs.

UNIT-IV

Measure of variation: Standard deviation, Mean Deviation and skewness. 8 hrs.

UNIT-V

Correlation analysis Karl Pearson's Co-efficient of correlation, Spearman's rank Correlation, and Index numbers. 8 hrs.

Suggested Readings:-

- D.N. Elhance : Fundamental of statistics, Kitab mahal , Allahabad
- Gupta, S.P.: Business statistics, sultan chand and sons, New Delhi.

Teaching Learning Process

This course is well structured and sequenced attainment of knowledge and skills. It will constitute an important aspect of teaching learning process. The course would involve lectures supported by group tutorials, open ended projects and self-study.

Assessment Methods Class participation, tutorial assignments and presentations, class tests, and half End yearly Exam

Keywords Statistics, data, central tendency, correlation, dispersion, skewness, Index Numbers, Time Series.

A FINANCIAL ACCOUNTING

BBA 103A	Financial Accounting Paper- I	32L:8T:0P	40 Hrs.	4Hrs/Week
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Course Objective

To familiarize students with the mechanics of preparation of financial statements, understanding corporate financial statements, their analysis and interpretation.

Course Learning Outcome

CO1: Understand the commonly used accounting terminology

CO2: Identify the users of accounting information and their respective requirements

CO3: Understand the process of recording and classifying the business transactions and events

CO4: Make financial the financial statements, viz., Profit and Loss Account, Balance Sheet, and cash flow statement.

CO5: Understand and interpret the financial statements from different the perspective of different stakeholders.

CO6: Predict financial crisis of a business concern.

Course Contents

UNIT –I

Accounting and its place in business and relationship with other financial areas, Double entry system. Book keeping – meaning, advantages, concepts and conventions. 8 hrs.

UNIT –II

Types of books of accounts and their preparation. Journal, Ledger, Trial Balance, Depreciation. 8 hrs.

UNIT –III

Preparation of final account: Trading account, profit & Loss account, and balance sheet. 8 hrs.

UNIT-IV

Bank Reconciliation statement, Royalty accounts, Accounting record in the book of lease & landlord (When royalty is less than & More than minimum rent).

8 hrs.

UNIT-V

Hire Purchase accounts: Accounting record in the book of purchase and vendor. 8 hrs.

Suggested Readings:-

- Grewal, T.S. Double entry book keeping accountancy principles, sultanchand & sons, New delhi
- Gupta, R.L. advanced accounting, sultanchand & Sons, New Delhi.
- Anthony R N and Reece, J.S., Accounting principles 6th ed., Homewood, Illinois, Richard D Irwin.

Teaching Learning Process

Theory and numerical with examples, Practical Lab Lectures.

Assessment Methods

Class participation, Presentation, Practical's, Viva/ test, half & End yearly Exam.

Keywords

Financial Statements, Depreciation, Inventory Valuation, Hire Purchase, Branch Accounting, Departmental Accounting.

BBA 103B BUSINESS MATHEMATICS

BBA 103B	Business Mathematics Paper- II	32L:8T:0P	40 Hrs.	4Hrs/Week
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Course Objective

The objective of this course is to familiarize students with the applications of Mathematics.

Course Learning Outcome

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

CO1: Acquire proficiency in using different mathematical tools (matrices, mathematics of finance) in solving real life business and economic problems.

CO2: Develop an understanding of the various averages.

CO3: Understand the relationship between various ratios.

CO4: Understand the algorithms.

CO5: Understand interests.

Course Contents

UNIT –I

Introduction to sets, forms and types of set, Venn diagram , basic operations on set, union and intersection of set, Demorgan's law for two sets. 8 hrs.

UNIT-II

Linear equations in two variable, solution of linear equation, linear equalities, solution set for equalities, Graphical solution, Quadratic equations, Root and coefficient Quadratic equations, Relation between root and coefficients. 8 hrs.

UNIT –III

Determinants and Matrices, Matrix- Definition, types, basic operation on matrices, Transpose of matrix, Determinants, minors and Co factor, ad joint and inverse of matrix. 8 hrs.

UNIT – IV

Limits, Continuity and logarithm, differential calculus: Differentiations of Algebraic, Exponential and logarithmic function (Introductory), Logarithm- use of logarithmic formulae. 8 hrs.

UNIT –V

Calculus integral calculus: standard formulas on Algebraic, Exponential and logarithmic integral, Definite and indefinite integral (Introductory), Maxima and minima functions. 8 hrs.

Suggested Readings:-

- V. Sundaresan and S.B. Jeysoelan: An introduction to business mathematics, S. Chand & Co. Pvt. Ltd, New Delhi.
- M. Raghavanchari: Mathematics for Management- An Introduction, Tata McGraw Hill Publishing company Ltd. New Delhi

Teaching Learning Process

This course is well structured and sequenced attainment of knowledge and skills. It will constitute an important aspect of teaching learning process. The course would involve lectures supported by group tutorials, open ended projects and self-study.

Assessment Methods

Class participation, tutorial assignments and presentations, class tests, half & end year exam.

Keywords

Ratios, Matrices, Mathematics of Finance, simultaneous equations, lagorithms.

BBA II ND YEAR**BBA 201A MARKETING MANAGEMENT**

BBA 201A	Marketing Management Paper- I	32L:8T:0P	40 Hrs.	4Hrs/Week
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Course Objective

Marketing managers need knowledge of consumer behaviour in order to develop, evaluate, and implement effective marketing strategies. The focus of this course will be on the theoretical concepts of consumer behaviour and the application of these concepts in marketing strategy and decision making

Course Learning Outcome

CO1: Apprehend difference between marketing physical products and intangible services.

CO2: Recognize the challenges faced in services delivery.

CO3: Concept of service quality, respective models and strategy to increase the effectiveness of organizations.

Course Contents**UNIT –I**

Nature and scope of marketing, Selling v/s Marketing, basic concepts and approaches, marketing management philosophies. 8 hrs.

UNIT – II

Market segmentation, marketing mix, marketing environment, marketing system, and marketing research. 8 hrs.

UNIT- III

Product classification & Product mix, Branding and Packaging decision, Promotion mix: Advertising, Publicity, Selling, Sales promotion and public relations. 8 hrs.

UNIT – IV

Pricing decision, methods of setting prices, pricing strategies product promotion, Consumer Behavior and Decision making. 8 hrs.

UNIT – V

Channel of distribution, Factor affecting choice of channel, Types of intermediaries and their roles, Types of Retailing. 8 hrs.

Suggested Readings:

- Philip Kotler, Principles of Marketing, Prentice Hall of India.
- William J. Stanton, Fundamentals of Marketing, McGraw, New Delhi.
- Ramaswami, Marketing management, McMilan, New Delhi

Teaching Learning Process

At the beginning of each semester faculty teaching the course will provide (i) Teaching Plan, (ii) updated reading list, and (iii) The list of case studies for uploading on Department website.

Facilitating the achievement of Course Learning Outcomes

Assessment Methods

Presentations/Video/ Case Studies/Role-plays, Lecture

Keywords

Selling v/s Marketing, Marketing environment, pricing strategies product promotion.

BBA 201B MARKETING RESEARCH

BBA 201B	Marketing Research Paper- II	32L:8T:0P	40 Hrs.	4Hrs/Week
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Course Objective

To provide an exposure to the students pertaining to the nature and extent of research orientation, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic techniques and tools of marketing research.

Course Learning Outcome

CO1: Introduction to the whole gamut of business research and its underlying concepts

CO2: Understand the various techniques used in the collection of primary data and challenges involved

CO3: Enable the in-depth analysis of data for academic/ commercial purpose

Course Contents

UNIT –I

Problem formulation and statement of research, Research process, Research design – exploratory research, descriptive research and experimental research designs. 8 hrs.

UNIT – II

Methods of data collection – observational and survey methods, Questionnaire design attitude measurement techniques. 8 hrs.

UNIT- III

Administration of surveys, sample design, selecting an appropriate statistical technique, tabulation and analysis of data, scaling techniques. 8 hrs.

UNIT – IV

Concept and objectives of Marketing research, Advantages and limitations of Marketing Research, Problems and Precautions in marketing research. 8 hrs.

UNIT – V

Types of marketing Research: Consumer Research, Product research, sales research and advertising research, various issue involved and ethics in marketing research. 8 hrs.

Suggested Readings:

- Kothari, C R, Research methodology, Kalyani Publications, New Delhi
- Fowler, Floyd J Jr, Survey methods, Sage pub, New Delhi.
- Malhotra NC, Marketing research, Person, New Delhi
- G.C. Berry, Marketing Research, TMH, New Delhi.

Teaching Learning Process

At the beginning of each semester faculty teaching the course will provide

(i)Teaching Plan, (ii) updated reading list, and (iii) the list of case studies for uploading on Department website.

Facilitating the achievement of Course Learning Outcomes

Assessment Methods

Presentations/Video/ Case Studies/Role-plays, Lecture

Keywords

Research process, survey methods, sample design, marketing research.

BBA 202A FINANCIAL MANAGEMENT

BBA 202A	Financial Management Paper- I	32L:8T:0P	40 Hrs.	4Hrs/Week
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Course Objective

This paper discusses the basics of Financial Management with an objective of making individuals without any Finance background. The readers will be able to understand the basics of financial planning, Instruments available in financial markets and personal financial planning.

Course Learning Outcome

CO1: Learn the basics of financial management and how these are relevant in understanding financial world.

CO2: Awareness of different types of financial markets, gather knowledge about the financial instruments available in the markets, trading in stock market, different types of banks and other non-financial intermediaries beside the personal finance.

Course Contents

UNIT –I

Finance function and its objectives, tools for financial analysis, capitalization, over capitalization analysis, under capitalization. 8 hrs.

UNIT – II

Ration analysis, funds flow and cash flow analysis, Meaning Interpretations of ratios, classification of ration. 8 hrs.

UNIT – III

Working capital management, Capital structure, source of capital, financial leverage, Optimum capital structure, Theories of capital structure, Factors influencing capital structure, Classification of working capital, Adequate factor determining the working capital, requirement management of working capital. 8 hrs.

UNIT –IV

Capital budgeting, methods of investments evaluation, payback period and accounting rate of return, discounted cash flow method and internal rate of return. 8 hrs.

UNIT –V

Capital structure decision of the firm, dividend payment and valuation of Firms dividend policy of the firm, Determinants of dividend policy & Types of dividend policy 8 hrs.

Suggested Readings:-

- Van Horne, James C : Financial Decision making, Prentice Hall, New Delhi
- Bhalla V.K. : Financial Management and policy, Anmol Pub. New Delhi.

Teaching Learning Process

The teaching learning process will be based on lectures, presentations, and project work and cases studies.

Assessment Methods

The assessment of the students must be aligned with the course learning outcomes and requires class participation, class test, assignment, project work, half and end yearly examination

Keywords

Financial management, Capital structure, source of capital, dividend policy of the firm.

BBA 202B PROJECT MANAGEMENT

BBA 202B	Project Management Paper- II	32L:8T:0P	40 Hrs.	4Hrs/Week
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Course Objective

To explain identification of a project, feasibility analysis including market, technical and financial appraisal of a project. Understand the relevance of alternative project appraisal techniques, financial structuring and financing alternatives. This course intends to involve students to apply appraisal techniques for evaluating live projects

Course Learning Outcome

CO1: Understand the importance and relevance of Project Appraisal

CO2: Able to analyze both Commercial and Social Projects.

CO3: Understand the concepts, need and challenges faced in completion of projects.

CO4: Understand the various methods of valuations of projects and risks associated with them.

Course Contents

UNIT –I

Generation and screening of project idea, Capital expenditure, Importance & Difficulties. 8 hrs.

UNIT –II

Market demand & Situational analysis, technical analysis, analysis of project risk, social cost benefit analysis. 8 hrs.

UNIT –III

Multiple projects & constraints, network techniques for project management, project review & Administrative aspects. 8 hrs.

UNIT –IV

Project financing in India, problem of time & Cost overrun in public sector enterprises in India 8 hrs.

UNIT –V

Assessment of tax burden of various projects, making comparative analysis, Environmental appraisal of projects, financial & Technical environment. 8 hrs.

Suggested Readings:-

- Chandra, Prasanna, project: Preparation, appraisal, Budgeting & Implementation.
- Ahuja, G.K.& Gupta ravi, Systematic approach to income tax, Allahabad, Bharatlaw house, 1997. 3. Bhalla V.K. Modern Working capital management, New Delhi, Anmol, 1997.

Teaching Learning Process

The teaching learning process will be based on lectures, presentations, and project work and cases studies.

Assessment Methods

The assessment of the students must be aligned with the course learning outcomes and requires class participation, class test, assignment, project work, half and end yearly examination

Keywords

Project idea, technical analysis, network techniques.

BBA 203A Human Resources Management

BBA 203A	Human Resources Management Paper- I	32L:8T:0P	40 Hrs.	4Hrs/Week
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Course Objective

The objective of this course is to help the students to develop an understanding of the concept and essential functions of human resource management. The course will use and focus on Indian experiences, approaches and cases.

Course Learning Outcome

CO1: Enhance the understanding of the role of Human Resource Management and explore the recent trends of HRM.

CO2: Introduce the basic concepts, functions and processes of human resource management.

CO3: Develop an understanding of HRM systems and their implementation through exploring the practice of Staffing, Training and Development, Performance Management and Compensation.

CO4: To build awareness of certain important issues in Industrial Relations.

Course Contents

UNIT –I

Concept and functions of Human Resource Management, Structure & role of Personnel management in an organization, implementation of personnel policy. 8 hrs.

UNIT –II

Staffing policy and process: Management planning, job analysis, Job description, Job specification, Recruitment, Selection, Induction, Placement, and Promotion. 8 hrs.

UNIT –III

Manpower Training & Development, Employment training and development, Employee training, Performance appraisal and potential appraisal. 8 hrs.

UNIT –IV

Wage & Salary administration, Job Evaluation & Designing, Salary structure. 8 hrs.

UNIT –V

Industrial disputes and participative management, Grievance V/s Dispute grievance handling procedure, Disciplinary action.

8 hrs.

Suggested Readings:-

- Rustoms Daver, Personnel management & Industrial relations, Vani Books, New Delhi.
- Edwin Philip, Principles of Personnel management, McGraw Hill, New Delhi
- C.B. Mammoria, Personnel Management, Tata McGraw Hill, New Delhi.

Teaching Learning Process

The teaching learning process will be based on lectures, presentations, and project work and cases studies.

Assessment Methods

The assessment of the students must be aligned with the course learning outcomes and requires class participation, class test, assignment, project work, half and end yearly examination

Keywords

Structure & role of Personnel management, job analysis, Job description, Job specification, Recruitment, Selection, Job Evaluation & Designing, Salary structure.

BBA 203B ORGANISATIONAL BEHAVIOUR

BBA 203B	Organisational Behaviour Paper- II	32L:8T:0P	40 Hrs.	4Hrs/Week
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Course Objective

To acquaint the students with the fundamentals of managing business and to understand individual and group behavior at work place so as to improve the effectiveness of an organization.

Course Learning Outcome

CO1: Develop understanding of different approaches to designing organizational structures.

CO2: Understand the role of personality, learning and emotions at work.

CO3: Discover and understand the concept of motivation, leadership, power and conflict.

CO4: Understand the foundations of group behaviour and the framework for organizational change and development.

Course Contents

UNIT –I

Concepts of organizational behavior, contributing disciplines to organizational behavior: Background/ Historical perspective and framework of OB. 8 hrs.

UNIT –II

Individual behavior – Perception- Perceptual selectivity, perceptual organization, social perception and Impression management, attitudes and values. 8 hrs.

UNIT –III

Leadership- Concept and Theories of leadership, Qualities of a good leader. Group Dynamics – Group formation, nature of groups, reasons for joining groups, functions of group within organization. 8 hrs.

UNIT –IV

Stress management – Meaning, cause, effect and coping strategies for stress. 8 hrs.

UNIT – V

International dimensions of organizational behavior: Equal employment opportunities. 8 hrs.

Suggested Readings:-

- Robbins S.P., Organizational behavior, 7th ed., New Delhi. PHI, 1996

- Singh Dalip, Emotional intelligence at work, response books, sage publications. Delhi,2001
- Huse, F E and cunnings, T G, Organization development and change, 3rd ed., New York, West, 1985
- Shekcharan Uma, Organizational behavior, Text & Cases, New Delhi THM, 1989.

Teaching Learning Process

Interactive class room sessions with the help of power point presentations, case discussions and group discussions to ensure active participation and continuous learning.

Assessment Methods

Class tests/Assignments, Class participation, Presentations, half End-year examination.

Keywords

Historical perspective and framework of OB, perceptual organization, reasons for joining groups, Equal employment opportunities.

BBA 301A ENTREPRENEURSHIP DEVELOPMENT

BBA 301A	Entrepreneurship Development Paper- I	32L:8T:0P	40 Hrs.	4Hrs/Week
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Course Objective

This course provides students with a solid introduction to the entrepreneurial process of creating new businesses, role of Creativity and innovation in Entrepreneurial start-ups, manage family-owned companies ,context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial businesses.

Course Learning Outcome

CO1: Understand the role of entrepreneurship and explore the recent trends emerging in this field

CO2: Learn the various forms, functions and stages of entrepreneurship prevalent in today's world.

CO3: Learn the multi-faceted role of entrepreneur and intricacies involved in arranging finance.

Course Contents

UNIT –I

Concept and nature of entrepreneurship, Entrepreneurial trait, types and significance role and importance of entrepreneur in economic growth. 8 hrs.

UNIT – II

Entrepreneurial development programmers in India, History, Support, Objectives Stages of performance, entrepreneurial environment, EDP and their valuation. 8 hrs.

UNIT- III

Entrepreneurial behavior and entrepreneurial motivation, achievement and management success. Innovation and entrepreneur, entrepreneurial success in rural areas. 8 hrs.

UNIT – IV

Establishing entrepreneur system, search for business idea, sources of ideas, Idea processing, input requirement. 8 hrs.

UNIT – V

Sources and criteria of financing, fixed and working capital assessment, technical assistance, marketing assistance, sickness of units and remedial assistance. 8 hrs.

Suggested Readings:

- Desai Vasant : Small scale industrial & Entrepreneurship, Himalya Pub. House, Mumbai.
- M.B. Shukla : Entrepreneurship & small Business management, Kitab Mahal Allahabad
- Proceedings of X/XI Biennial conference proceedings on entrepreneurship development book well publishers, New Delhi.

Teaching Learning Process

Direct interactive class room teaching method along with practical cases may be put before the learners so as to promote entrepreneurial propensity among the students.

Assessment Methods

Class tests/Assignments, Class participation, Presentations, half yearly End-yearly examination

Keywords

Entrepreneurial motivation, achievement and management success, Project Appraisal.

BBA 301B MANAGEMENT INFORMATION SYSTEM

BBA 301B	Management Information System Paper- II	32L:8T:0P	40 Hrs.	4Hrs/Week
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Course Objective

To describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems. To enable students understand the various knowledge representation methods and different expert system structures as strategic weapons to counter the threats to business and make business more competitive.

Course Learning Outcome

CO1: Relate the basic concepts and technologies used in the field of management information systems. Compare the processes of developing and implementing information systems.

CO2: Outline the role of the ethical, social, and security issues of information systems.

CO3: Translate the role of information systems in organizations, the strategic management processes, with the implications for the management.

Course Contents

UNIT –I

Managerial information system definition basic concepts frame work, major trends in technology application of information technology. 8 hrs.

UNIT – II

Systems approach to MIS, Operating elements of MIS, MIS and decision making. 8 hrs.

UNIT- III

MIS structures on the basis of management activity and organizational functions, synthesis of MIS structure and its evaluation, role of MIS, at various levels viz operational, planning and control. 8 hrs.

UNIT – IV

Need of information, levels of information handling, and characteristics of information of various control levels advantages of computerization. 8 hrs.

UNIT – V

Data flow diagram, data dictionary, data base management system, and word processing, electronic spread sheet and managerial application, use of computer in managerial operations.
8 hrs.

Suggested Readings:

- Olson Davis, management information system TMH New Delhi.
- Laudon & Laudon, management information system, Pearson pub. New Delhi.

Teaching Learning Process

Interactive class room sessions with the help of power point presentations, case discussions and group discussions to ensure active participation and continuous learning.

Assessment Methods

Presentations/Video/ Case Studies/Role-plays, Lecture

Keywords

Information technology, planning and control.

BBA 302A BUSINESS ENVIRONMENT

BBA 302A	Business Environment Paper- I	32L:8T:0P	40 Hrs.	4Hrs/Week
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Course Objective

To get the students acquainted with the present economic environment in India. To enable the students understand the various issues involved in the management of the economy.

Course Learning Outcome

CO1: Understand and analyze the intricacies of business environment

CO2: Analyze the impact the cultural differences on various aspects of business decisions

CO3: Learn the integration of business processes across organizations

Course Contents

UNIT –I

Introduction to business environment, classification of business environment, factors affecting business, Role of environment in business, strategy to change environment. 8 hrs.

UNIT – II

Economics & political environment: Economics policy- Old & new economic policy, Industrial policy, Role of government in business. 8 hrs.

UNIT – III

Technological environment: Introduction, How technology affects business technological factors affecting business, ways to adopt technology. 8 hrs.

UNIT –IV

Culture & Business: Introduction, Role & Effect of culture on business, social responsibility of business organization. 8 hrs.

UNIT –V

Global business environment: Global market, strategies for going global, Pro's & Con's global markets. 8 hrs.

Suggested Readings:-

- Aswathappa, K, Essentials of business environment, Himalaya Pub. House, Mumbai
- Dutt & SundaramL Indian Economy, S. Chand Pub. New Delhi
- Sinha V.C. Business environment, SBD Pub. House, Agra.

Teaching Learning Process

Direct interactive class room teaching method along with practical cases may be put before the learners so as to promote moral value propensity among the students.

Assessment Methods

Class tests/Assignments, Class participation, Presentations, half and End-yearly examination

Keywords

Environment, ecology, pollution, social problem, energy, conversation

BBA 302B BUSINESS LAW

BBA 302B	Business Law Paper- II	32L:8T:0P	40 Hrs.	4Hrs/Week
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Course Objective

To gain knowledge of the branches of law which relate to business transactions, certain corporate bodies and related matters? Also aims to explain the applications of these laws in practical commercial situations.

Course Learning Outcome

CO1: Develop awareness of legal rights and duties from the business point of view.

CO2: Explain practical aspects of implementing and adherence of various laws affecting the business.

CO3: Enhance critical thinking through the use of law cases.

Course Contents

UNIT –I

Contact Act: Essentials of valid contract, capacity to contract (Contract minor), free consent, unlawful and void agreements, Discharge of contract, remedies for breach of contract. 8 hrs.

UNIT –II

Bailment & Pledge, Agency, Law of consumer protection, Consumer and consumer dispute, Consumer protection councils, Consumer disputer's redressal agencies. 8 hrs.

UNIT –III

Company: Formation of a company, prospectus, Memorandum and articles of association, share capital and shareholders, Meeting and resolution Directors. 8 hrs.

UNIT –IV

Law of sales of goods: Conditions and warranties, Transfer of property & title performances of the contract, Rights of an unpaid seller and suits for breach of contract. 8 hrs.

UNIT –V

Negotiable instruments Act 1881 Nature & their types, FEMA. 8 hrs.

Suggested Readings:-

- Bulchandani K.R.: Business laws, Himalaya, Bomba.

- Maheshwari R.P.: Business Law, National Pub., New Delhi.
- Reddy P.N.: Essential of company Law, Himalaya, Bombay.
- Sharma N.k.: Company law & Secretarial Practice sahitya bhawan, Agra
- B.K. Acharya: Company law & Secretarial Practice, Himalaya, Bombay.

Teaching Learning Process

It includes lectures, presentations, discussions of case laws and case study discussion, role plays, seminars, tutorials and project- based learning.

Assessment Methods

The assessment methods of this course are properly aligned with teaching learning processes and anticipated learning outcomes. It includes oral and written tests, case presentations, peer evaluation, problem solving exercises, observation of practical skills through case laws and viva voce interviews.

Keywords

The Sale of Goods Act, 1930, the Limited Liability Partnership Act, 2008, the Indian Contract Act, 1872, the Information Technology Act, 2000.

**BBA 303A1 CONSUMER BEHAVIOUR
SPECIALIZATION – MARKETING MANAGEMENT**

BBA 303A1	Consumer Behaviour Paper- I	32L:8T:0P	40 Hrs.	4Hrs/Week
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Course Objective

Marketing managers need knowledge of consumer behaviour in order to develop, evaluate, and implement effective marketing strategies. The focus of this course will be on the theoretical concepts of consumer behaviour and the application of these concepts in marketing strategy and decision making

Course Learning Outcome

CO1: Learn key concepts and theories of consumer behaviour.

CO2: Learn psychological theories relevant for understanding consumer behaviour.

CO3: Learn how different aspects of the environment influences consumer behaviour.

CO4: Learn what marketing strategy is and how it influences consumer behaviour.

CO5: Understand applications of important concepts and theories in developing viable marketing strategies.

CO6: Be able to develop appropriate marketing strategies for different segments of consumers

Course Contents

UNIT –I

Introduction to consumer behavior, concept, scope and their applications, information search process, evaluative criteria and decision rules. 8 hrs.

UNIT –II

Consumer decision making process, four views of consumer decision rules: Economic man, passive man, emotional man, cognitive man, models of consumer decision making, Nicosia mode. 8 hrs.

UNIT –III

Consumer motivation needs and goals, positive and negative motivation, dynamic nature of motivation, consumer perception, and conceptual frame work. 8 hrs.

UNIT-IV

Consumer attitude and change influence of personality and self-concept on buying behavior, diffusion of innovations, diffusion process, and the adoption process. 8 hrs.

UNIT –V

Reference group influence, profile of consumer's opinion leadership, Industrial buying behavior. 8 hrs.

Suggested Readings:

- Schiffman L.G., Kanuk, II Consumer Behavior, PHI, New Delhi.
- Chunnawala: Consumer Behavior Pub. S. Chand, New Delhi.
- Kazmi and S. Batra Satish : Consumer Behavior excel Books New Delhi.

Teaching Learning Process

Interactive class room sessions with the help of power point presentations, case discussions and group discussions to ensure active participation and continuous learning.

Assessment Methods

Class tests/Assignments, Class participation, Presentations, half End-year examination.

Keywords

Information search process, motivation, buying behavior, Industrial buying behavior.

**BBA 303A2 ADVERTISING MANAGEMENT AND SALES
SPECIALIZATION – MARKETING MANAGEMENT**

BBA 303A2	Advertising Management and Sales Paper- II	32L:8T:0P	40 Hrs.	4Hrs/Week
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Course Objective

To equip the students with the nature, purpose and complex constructions in the planning and execution of a successful advertising program. The course will expose student to issues in brand management, faced by firms operating in competitive markets.

Course Learning Outcome

CO1: To understanding the nature, role, and importance of brand management and advertising in marketing strategy.

CO2: To be familiar with fundamental theories, concepts, and frameworks in brand management and advertising.

CO3: To understanding effective design and implementation of advertising strategies.

CO4: To present a general understanding of content, structure, and appeal of advertisements.

CO5: To understanding ethical challenges related to responsible management advertising and brand strategy

Course Contents

UNIT –I

Definition, objectives, functions and classification of advertisement, advertising as a component of marketing mix, advertising as a marketing communication process, use of marketing for stimulating primary and secondary demand. 8 hrs.

UNIT –II

Advertising Vs other forms of mass communication, communication mix, DAGMR approach, determination of target audience, building of advertising programme – Message, Headlines, copy, Logo, Illustration, Appeal, Layout. 8 hrs.

UNIT –III

Media Planning – Media characteristics, Media selection, media scheduling, social and economic relevance of advertising, ethics and truth in advertising. 8 hrs.

UNIT-IV

Sales promotion- Meaning and importance of sales promotion, Objective and strategies for sales promotion, consumer oriented sales promotion, Trade oriented coupons, Deals, Premiums, Contest etc. 8 hrs.

UNIT –V

Trade oriented sales promotion – Allowance and discount, training of distributors, sales force contest and rewards. 8 hrs.

Suggested Readings:

- Aaker David, Advertising management, PHI, New Delhi.
- Manendra Mohan, Advertising management, TMH, New Delhi.

Teaching Learning Process

Interactive class room sessions with the help of power point presentations, case discussions and group discussions to ensure active participation and continuous learning.

Assessment Methods

Class tests/Assignments, Class participation, Presentations, half End-year examination.

Keywords

Marketing communication process, communication mix, Media selection, media scheduling.

BBA 303B1 WORKING CAPITAL MANAGEMENT
SPECIALIZATION – FINANCE MANAGEMENT

BBA 303B1	Working Capital Management Paper- I	32L:8T:0P	40 Hrs.	4Hrs/Week
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Course Objective

The objective of this paper is to equip the students with the techniques that can help them in managing the financial issues in.

Course Learning Outcome

CO1: Enable to manage working capital in an efficiently and effectively.

CO2: Understanding of the financial tactics including the national trade, national investment scenario.

Course Contents

UNIT –I

Working capital management: Concepts of working capital and its determinants, Risk-Returns trade off. 8 hrs.

UNIT –II

Cash management and marketable securities, Cash planning. 8 hrs.

UNIT –III

Credit management, Optimum credit policy, recent trends in credit market in India. 8 hrs.

UNIT-IV

Inventory management: Need and objectives of inventory management, inventory management techniques, selective inventory control. 8 hrs.

UNIT –V

Short term financing, money market in India, Monetary system, Debt financing bank financing. 8 hrs.

Suggested Readings:

- S.C. Kuchal: Financial management, Chataniya publishing House, Allahabad.
- Khan & Jain: Financial Management, Tata McGraw Hill New Delhi.
- I.M. Pandey: Financial Management, Vikas Publishing House, New Delhi.
- Basant Raj: Corporate financial Management, Tata McGraw Hill, New Delhi.

Teaching Learning Process

The teaching learning process will be based on lectures, presentations, and project work and cases studies.

Assessment Tasks

The assessment of the students must be aligned with the course learning outcomes and requires class participation, class test, assignment, project work, half and end yearly examination

Keywords

Financial management, marketable securities, capital budgeting, capital structure, cost of capital, working capital.

BBA 303B2 CORPORATE TAXATION
SPECIALIZATION – FINANCE MANAGEMENT

BBA 303B2	Corporate Taxation Paper- II	32L:8T:0P	40 Hrs.	4Hrs/Week
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Course Objective

The objective of this course is to acquaint students with the corporate tax structure and tax planning in operational as well as strategic terms.

Course Learning Outcome

CO1: Identify the relevance of tax planning with reference to setting up a new business and various management decisions

CO2: Knowledge about tax deductible at source (TDS) and double taxation relief

Course Contents

UNIT –I

Basic concepts of income Tax, computation of Income under different heads of income, Deduction of tax at source. 8 hrs.

UNIT –II

Company's Tax management, rational of company taxation, Residential status of a company, set off and carry forward of losses, advance payment of tax. 8 hrs.

UNIT –III

Tax planning: Concept, significance and problem of planning, distinction between tax avoidance and tax evasion, Division of income claiming, maximum deduction, Rebates, Relieves and restoring tax free incomes. 8 hrs.

UNIT-IV

Tax Administration Filling of returns, self-assessment of tax, default and penalties, concept of VAT, conceptual framework of GST, government initiatives and Emerging trends. 8 hrs.

UNIT –V

Tax consideration in respect of special managerial decisions, Make or buy, own or lease, close or continue, Export or domestic sales return or replace, tax planning in respect of managerial remuneration.

8 hrs.Suggested Readings:

- Ahuja, GK & Gupta, Ravi Systematic Approach to Income tax, Bharat law house, Allahabad.
- Singhania, VK Direct taxes: Law and Practices, Taxman Delhi.
- Srinivas, EA. Handbook of Corporate tax Planning, TMH, New Delhi.

Teaching Learning Process

The teaching learning process will be based on lectures, presentations, and project work and cases studies.

Assessment Tasks

The assessment of the students must be aligned with the course learning outcomes and requires class participation, class test, assignment, project work, half and end yearly examination

Keywords

Income Tax, company taxation, maximum deduction, Make or buy, own or lease.

BBA 303C1 HUMAN RESOURCES DEVELOPMENT

SPECIALIZATION – HUMAN RESOURCES MANAGEMENT

BBA 303C1	Human Resources Development Paper- I	32L:8T:0P	40 Hrs.	4Hrs/Week
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Course Objective

The objective of this course is to help the students to develop an understanding of the concept and essential functions of human resource management. The course will use and focus on Indian experiences, approaches and cases.

Course Learning Outcome

CO1: Enhance the understanding of the role of Human Resource Management and explore the recent trends of HRM.

CO2: Introduce the basic concepts, functions and processes of human resource management.

CO3: Develop an understanding of HRM systems and their implementation through exploring the practice of Staffing, Training and Development, Performance Management and Compensation.

CO4: To build awareness of certain important issues in Industrial Relations.

Course Contents

UNIT –I

Human Resources development- Goals, Concepts and importance, HRD climate and practices in India, HRD Functions and Strategies. 8 hrs.

UNIT –II

Manpower Planning training and development, Assessment of training need, Training effectiveness, designing and administering training, Feedback. 8 hrs.

UNIT –III

Performance appraisal- Concept, need and methods, differentiate between performance appraisal and potential appraisal, career planning and management. 8 hrs.

UNIT-IV

HR System- Designing and administration, HRD from workers, HRD approaches for coping with organization change, HRD in Indian organization, objective and functions of HRD professionals. 8 hrs.

UNIT –V

HR report, Audit and research, quality of work life, TQM, HRD strategies, HRD in organization, Human resource information system. 8 hrs.

Suggested Readings:

- Rao, TV alternative approaches & Strategies of HRD, Rawat. Pub. Jainpur.
- Pareetk, U. Managing transitions, The HRD response, TataMcGraw hill, New Delhi.
- Rao, TV recent experiences in HRD, TMH, New Delhi.
- Bedia DD& Padmawat A, Talent management, Zenith Pub. New Delhi.

Teaching Learning Process

The teaching learning process will be based on lectures, presentations, and project work and cases studies.

Assessment Tasks

The assessment of the students must be aligned with the course learning outcomes and requires class participation, class test, assignment, project work, half and end yearly examination

Keywords

HRD climate, Training effectiveness, HRD from workers, TQM.

BBA 303C2 WAGES AND SALARY ADMINISTRATION

SPECIALIZATION – HUMAN RESOURCES MANAGEMENT

BBA 303C2	Wages And Salary Administration Paper- II	32L:8T:0P	40 Hrs.	4Hrs/Week
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Course Objective

Course Learning Outcome

To acquaint students with concepts of Industrial Relations and various legislations related to Labour Welfare and Industrial Relations.

Course Contents

CO1: Acquire theoretical and practical perspective on many aspects of industrial relations.

CO2: Understand the key participants, institutions, relationships and processes in employment relations.

CO3: Understand various acts in Indian context.

UNIT –I

Job evaluation, wages and salary administration, method of wages administration, factor affecting wages administration, importance of wage administration in Indian context, wage theories. 8 hrs.

UNIT –II

Wage differentials- Concept and its determinants, internal & external equity in wages differentials, understanding different components of wage packages. 8 hrs.

UNIT –III

Employee's benefits programme, incentives, fringe benefits- Nature and Importance. 8 hrs.

UNIT-IV

Wage Board and laws, working of different institution related to reward system- Wage board, pay commission. 8 hrs.

UNIT –V

Wage and salary administration act- minimum wages, salary and employee welfare act. 8 hrs.

Suggested Readings:

- Srivastava S.C. Industrial relations and labour laws, Vikas Pub., New Delhi.
- Malhotra OP, the law of industrial disputes, Vol. I & II, Bombay.
- Seth DD, Industrial disputes Act 1947m Vol. I & II, Bombay.

Teaching Learning Process

The teaching learning process will be based on lectures, presentations, and project work and cases studies.

Assessment Tasks

The assessment of the students must be aligned with the course learning outcomes and requires class participation, class test, assignment, project work, half and end yearly examination

Keywords

Wages administration, wage packages, fringe benefits, Wage board, and minimum wages.

BBA (Y-304) PROJECT /INTERNSHIP

BBA(Y-304)	project /internship	4L:36T:0P	40 Hrs.	4Hrs/Week
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(11) Assessment

PO/Course Assessment Tools Types	PO/Course Assessment Tools	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10		
		ary Knowledge	Communication	Problem Solving	Analytic	Cooperation/Team	Research-Related	Moral And	Lifelong Learning	Leadership	Information/Digital		
Direct Tools	Test	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>		<input type="checkbox"/>		
	Assignments	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>				<input type="checkbox"/>			
	lab/seminar/industrial training /projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Indirect Tools	Course end survey	<input type="checkbox"/>				<input type="checkbox"/>		<input type="checkbox"/>					
	Exit survey	<input type="checkbox"/>	<input type="checkbox"/>										
	Faculty Survey		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>					
	Alumni Survey	<input type="checkbox"/>			<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
	Program Statistics	<input type="checkbox"/>			<input type="checkbox"/>				<input type="checkbox"/>				