

SYLLABUS

for

Choice Based Credit System

(CBCS)

B.B.A. HONOURS

PATNA WOMEN'S COLLEGE

Autonomous

PATNA UNIVERSITY

3rd Cycle NAAC Accredited at 'A' Grade with CGPA 3.58/4

"College with Potential for Excellence" (CPE) Status

Accorded by UGC

1st
30/01/24
Sonu
30/01/24

Kumari Priya
30/1/2024

30.01.2024

30/1/24

Pooja's Hark
30/1/24

30/01/24

Shreya Shobhit
30/01/24

Vision

Rooted in the life, vision, and teachings of Jesus Christ and inspired by Mother Veronica, the foundress of the Apostolic Carmel, Patna Women's College strives to become a centre of academic excellence in higher education, social responsibility, and empowerment of women.

Mission Statement

Patna Women's College, the first college for women in Bihar, is committed to the holistic development of women so as to make an effective contribution to the creation of a better society.

To this end, we strive

- To become a center of excellence in higher education for women in an atmosphere of autonomy.
- To excel in teaching-learning, research, and consultancy.
- To provide education that promotes capacity building and holistic development of a person.
- To offer subjects for competency building and motivate/animate a workforce imbued with human values.
- To promote patriotism, communal harmony and cultural integration to maintain a free and peaceful atmosphere on the campus.
- To train the students in creative arts, social service, critical thinking, and leadership in order to make an effective contribution to the creation of a new and value-based society.
- To create women leaders and to make them agents of social change.
- To develop skill oriented and value-based courses, for the all-round development of individuals.
- To promote academic exchange and academia-industry interface.
- To form young women who are 'always wise' and who will dare to 'go ahead and conquer knowledge' through, competence, commitment, delicate conscience, and compassion.

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Kumari Priya
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Jyoti
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Shreya Shobhit
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PROGRAMME OUTCOME

After completion of the programme the students will attain the ability to:

- PO1:** To develop critical thinking and devise solutions for business problems.
- PO2:** Use cohesive logical reasoning patterns for evaluating information, materials, and data.
- PO3:** To develop strong communication skills for conceptualization of complex issues into coherent written forms and oral presentation.
- PO4:** To develop an understanding of entrepreneurial skills and innovative practices for self-business development.
- PO5:** To provide exposure to industrial settings and project work for developing practical business knowledge and skills.

PROGRAMME SPECIFIC OUTCOME

After completion of the programme the students will attain the ability to:

- PSO1:** To promote an understanding of different aspects of human resource management and its business application.
- PSO2:** To create an awareness regarding macro and micro concepts of economics in management.
- PSO3:** To develop a well-defined perspective on business ideas and role of corporate at different social, national and international levels.
- PSO4:** To gain knowledge of accounts and its practical implications in business world.
- PSO5:** To equip students with knowledge of statistical tools and business operations.
- PSO6:** To comprehend ethical issues in business and grow into responsible citizens.

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B.B.A. (Honours)

Note: 1 credit = 10 hours

- 1. Major courses: 6 credits each (5Theory/1 Tutorial)**
- 2. Minor courses: 3 credits each (2Theory/1 Tutorial)
:4 credits each (3Theory/1 Tutorial)**
- 3. Multidisciplinary courses: (2Theory/1 Tutorial)**
- 4.Skill Enhancement Course: (1Theory/2Practicals)**

Major Course (MJC) (6 credits each)

Major (MJC) Course: A course which should compulsorily be studied by a candidate as a major requirement is termed as a major course.

Semester I

1. Fundamentals of Management &Organizational Behavior

Semester II

1. Statistics for Business Decisions

Semester III

1. Managerial Economics
2. Principles of Marketing

Semester IV

1. Financial Institutions & Market
- 2.Business Accounting
- 3.Business Research

Semester V

- 1.Financial Management
- 2.Human Resource Management
- 3.Internship

Semester VI

- 1.Business Policy &Strategy
- 2.Management accounting
- 3.Legal Aspects of Business

Semester VII

- 1.Ethics &Corporate Social Responsibility
- 2.Consumer Behavior
- 3.Macroeconomics

Semester VIII

- 1.Talent & Knowledge Management
- 2.Research Project /Dissertation

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Minor Course (MIC) (3 credits each)

Minor(MIC) Course: An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a minor paper.

P.S: A minor course offered in a discipline/subject may be treated as an elective by other discipline/ subject.

Semester I

1. Fundamentals of Entrepreneurship

Semester II

1. Entrepreneurship Development

Semester III

1. Corporate Social Responsibility

Semester IV

1. Business Environment

Semester V

1. India's Diversity & Business
2. Tax Planning

Semester VI

1. Business Ethics
2. Income Tax

Semester VII

1. Indian Financial System

Semester VIII

1. Financial Institutions & Markets

Multidisciplinary Course (MDC) (3 credits each)

Multidisciplinary(MDC) Course: Elective courses may be offered by the main discipline/subject of study is referred to as Multidisciplinary course. The University/Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).

Semester I

1. HRD: Systems & Strategies

Semester II

1. Business Economics

Semester III

1. Management of Industrial Relations

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Tjoti 30/01/24
Rachita Hand 30/01/24
Shreya Shobhit 30/01/24

1. Management of Industrial Relations

Skill Enhancement Course (SEC) (3 Credits)

Skill Enhancement Courses (SEC): These courses may be chosen from a pool of courses designed to provide **value-based and/or skill-based knowledge**.

Semester I

1. Fundamentals of IT Tools

Semester II

1. IT Tools for Business (Skill based)

Semester III

1. Business Communication

Semester-1				
SI.No.	Name of Course	Type of Course	Credit	Marks
1	Major Course- Fundamentals of Management & Organizational Behavior.	MJC-101	6	100
2	Minor Course- Fundamentals of Entrepreneurship	MIC-101	3	100
3	Multidisciplinary Course HRD: Systems & Strategies	MDC-101	3	100
4	MIL	AEC-101	2	100
5	Skill Enhancement Course- Fundamentals of IT Tools	SEC-101	3	100
6	Value Added Course	VAC-101	3	100
				Total Credits-20

Semester-II				
SI No.	Name of Course	Type of Course	Credit	Marks
1	Major Course- Statistics for Business Decisions.	MJC-202	6	100
2	Minor Course- Entrepreneurship Development.	MIC-202	3	100
3	Multidisciplinary Course- Business economics	MDC-202	3	100

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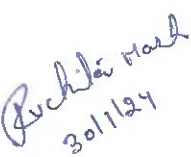
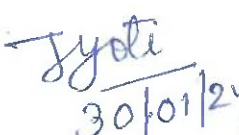
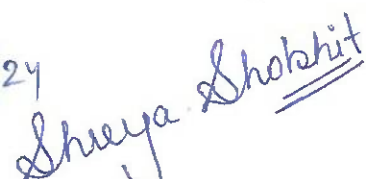
4	MIL	AEC-202	2	100
5	Skill Enhancement Course- IT Tools for Business (Skill based).	SEC-202	3	100
6	Value Added Course	VAC-202	3	100
Total Credits-20				

SEMESTER III

SLNo.	Name of Course	Type of Course	Credit	Marks
1	Major Course-3 Managerial economics	MJC-3	6	100
2	Major Course-4 Principle of marketing	MJC-4	6	100
3	Minor Course-3 Corporate social responsibility	MIC-3	3	100
4	Multidisciplinary Course-3 Management of Industrial Relation	MDC-3	3	100
5	Ability Enhancement Course	AEC-3	2	100
6	Skill Enhancement Course- Business Communication	SEC-3	3	100
Total Credits-23				

SEMESTER IV

SLNo.	Name of Course	Type of Course	Credit	Marks
1	Major Course-5 Financial Institutions & Markets	MJC-5	6	100
2	Major Course-6 Business Accounting	MJC-6	6	100

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3	Major Course -7 Business Research	MJC-7	6	100
4	Minor Course-4 Business Environment	MIC-4	3	100
5	Ability Enhancement Course	AEC-4	2	100
Total Credits-23				

SEMESTER V

Sl.No.	Name of Course	Type of Course	Credit	Marks
1	Major Course- 8 Financial Management	MJC-8	6	100
2	Major Course-9 Human Resource management	MJC-9	6	100
3	Minor Course -5 India's Diversity & business	MIC-5	3	100
4	Minor Course- 6 Tax planning	MIC-6	3	100
5	Internship	INT-1	4	100
Total Credits-22				

SEMESTER VI

Sl.No.	Name of Course	Type of Course	Credit	Marks
1	Major Course-10 Business Policy & Strategy	MJC-10	6	100
2	Major Course-11 Management accounting	MJC-11	6	100
3	Major Course -12 Legal Aspects of Business	MJC-12	6	100
4	Minor Course-7 Business Ethics	MIC-7	3	100
5	Minor Course-8 Income Tax	MIC-8	3	100
Total Credits-24				

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SEMESTER VII

SI. No.	Name of Course	Type of Course	Credit	Marks
1	Major Course-13 Ethics & corporate social responsibility	MJC-13	6	100
2	Major Course-14 Consumer Behaviour	MJC-14	6	100
3	Major Course -15 Macro economics	MJC-15	6	100
4	Minor Course-9 Indian Financial system	MIC-9	4	100
Total Credits-22				

SEMESTER VIII

SI.No.	Name of Course	Type of Course	Credit	Marks
1	Major Course-16 Talent & Knowledge management	MJC-16	6	100
2	Minor Course -10 Financial Institutions & Markets	MIC-10	4	100
3	Research Project/Dissertation	RP-1	12	100
Total Credits-22				

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SEMESTER – I

COURSE CODE: BBA MJC101

Fundamentals of Management & Organisational Behaviour

COURSE OUTCOME

After completion of the course the students will be able to:

CO1: Explain various aspects of business, their forms of ownership and also how expansion takes place.

CO2: Discuss different functions of management.

CO3: Describe behavioural aspects of human resources and summarise relevant theories related to Personality, Learning, Motivation and Leadership.

CO4: Compare groups and teams, their development and establishment of relationships, dealing with conflicts and the challenges brought by Organisational Change.

BBA MJC101 : Fundamentals of Management & Organisational Behaviour		
PWC (Theory :5 credits + Tutorial: 1 credit)		
Unit	Topics to be covered	No. of hours
1	Basic forms of Business Ownership; Special forms of ownership: Franchising, Licensing, Leasing; Choosing a form of Business ownership; Corporate Expansion: mergers and acquisitions, diversification, forward and backward integration, joint ventures, Strategic alliance. Evolution of Management Theory. Managerial functions and Roles.	10
2	Overview of Planning: Types of Plans & The planning process; Decision making: Process and Types. Control: Function, Process and types of Control; Principles of organizing: Common organisational structures; Delegation & Decentralization, Process and Principles of delegation.	10
3	Importance of organizational Behaviour. Perception : Concept, Nature, Process, Personality: Personality Learning: Concept and Theories of Learning, reinforcement, Motivation: Concepts and their application, Need, Content & Process theories, Contemporary Leadership issues: Charismatic, Transformational Leadership. Emotional Intelligence	15
4	Groups and Teams: Definition, Difference between Groups and teams; Stages of Group Development, Group Cohesiveness, Types of teams.	15

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	Stages of Group Development, Group Cohesiveness, Types of teams. Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window Organisational Power and Politics: Nature of organisational politics. Conflict: Concept, Sources, Types, Stages of conflict, Management of conflict, Organisational Change: Concept, Resistance to change, managing resistance to change, Implementing Change, Kurt Lewin Theory of Change.	
	Tutorial	10
	TOTAL	60

Reading List :

1. Koontz & Heinz Weihrich (2005). *Essential of Management*, Tata McGraw Hill.
2. Luthans Fred (2005). *Organisational Behaviour*, Tata McGraw Hill International Edition.
3. Newstrom, John W. (2010). *Organisational Behaviour*, Tata McGraw Hill.
4. Robbins, Stephen P. (2005). *Organisational Behaviour*, Pearson Education.
5. Prasad, L. M. (2007). *Organisational Behaviour*, Sultan Chand & Sons.
6. Gupta Meenakshi (2012). *Principles of Management*, PHI Learning.
7. Chandan, G.S. (2009). *Management Concepts & Strategies*, Vikas Publishing House.
8. Prasad, L.M., *Principles & Practice of Management*, 6th Edition, Sultan Chand

SEMESTER – I

[Minor Course]

COURSE CODE: BBA MIC101

Fundamentals of Entrepreneurship

Course Outcome:

After completion of the course the students will be able to:

CO1: Understand the evolution of entrepreneurship and different models.

CO2: Develop an aptitude of creativity and innovation.

CO3: Understand the different sources of financing.

CO4: Grasp different form of business ownership.

BBA MIC101: Fundamentals of Entrepreneurship		
PWC (Theory :2 credits + Tutorial: 1 credit)		
Unit	Topics to be covered	No. of hours
1	Entrepreneurial Management The evolution of the concept of entrepreneurship, John Kao's Model on Entrepreneurship, Idea Generation, Identifying opportunities and Evaluation; Building the Team / Leadership; Strategic planning for business; Steps in strategic planning.	05
2	Entrepreneurship, Creativity And Innovation Stimulating Creativity; Organisational actions that enhance/ hinder	05

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	creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.	
3	Forms of ownership – Sole proprietorship; partnership; limited liability partnership and corporation form of ownership; advantages/disadvantages; Valuation of a new company; Harvesting and Exit Strategies; Corporate Entrepreneurship.	05
4	Franchising - advantages/ disadvantages of franchising; types of franchise arrangements; franchise contracts; franchise evaluation checklist, Financing entrepreneurial ventures; Managing growth.	05
	Tutorial	10
	TOTAL	30

Reading List :

1. Khanka, S.S. (2006). *Entrepreneurial Development*, S. Chand & Company Ltd.
2. Taneja Satish (2012). *Entrepreneurial Development*, Himalaya Publishing House.
3. Roy Rajeev (2013). *Entrepreneurship*, Oxford Higher Education.
4. Lall Madhulika and Sahai Shikha (2006). *Entrepreneurship*, Excel Books.

Multidisciplinary Course (MDC) (3 credits each)

SEMESTER – 1

COURSE CODE: BBA MDC101

HRD: Systems & Strategies

Course Outcome:

After completion of the course, the students will be able to

CO1: To understand different of tools to be used for developing human resource like mentoring and coaching.

CO2: Create an awareness regarding management of diversity in organisations.

CO3: Understand high performance work systems and using technology for higher efficiency.

CO4: Comprehend organisational adaptability with changes, increasing employee satisfaction and improving quality of work life and developing a learning culture.

Multidisciplinary Course (MDC) Course: Elective courses may be offered by the main discipline/subject of study is referred to as Multidisciplinary course . The University/Institute may also offer multidisciplinary courses of interdisciplinary nature (to be offered by main discipline/subject of study).

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BBA MDC101 : HRD: Systems & Strategies PWC (Theory :2 credits + Tutorial: 1 credit)		
Unit	Topics to be covered	No. of hours
1	Human Resource Development (HRD) : Concept, Origin and Need, Relationship between human resource management and human resource development.	05
2	HRD Process: Assessing need for HRD; Designing and developing effective HRD programs; Implementing HRD programs; Evaluating HRD programs.	05
3	HRD as a Total System; Activity Areas of HRD : Training, Education and Development.Competency mapping, High Performance Work Systems, Balanced Score Card.	05
4	Evaluating the HRD Effort; Data Gathering; Analysis and Feedback; Industrial relations and HRD. HRD Experience in Indian Organizations, International HRD experience.	05
	Tutorial	10
	TOTAL	30

Reading List:

1. Rao, T.V. ,Pareek, Udai (2015).*Designing and Managing Human Resource Systems*, Oxford and IBH Publication Ltd.
2. Bhattacharya D.K.(2019) Human Resource Development ,Himalaya Publising House
3. ViramaniB.R.Seth Pramila, *Evaluating Management Training and Development*, Vision Books.
4. Rao ,T.V., *Human Resource Development*, Sage publication.
5. Kapur, Sashi, *Human Resource Development and Training in Practice*, Beacon Books.
6. Mankin, D.,*Human Resource Development*, Oxford University Press India.
7. Halder, U. K., *Human Resource Development*, Oxford University Press India.
8. Rao, T.V., *Future of HRD*, Macmillan Publishers India.

SEMESTER – I

COURSE CODE:BBA SEC101
Fundamentals of IT Tools

Course Outcome:

After completion of the course, the students will be able to:

CO1: Understand the basic tools and technology which the student can apply in business environment.

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CO2: Create software solutions on MS-Office and MS-Excel for contemporary business environment.

CO3: Develop an understanding of the concept of worksheets and workbooks.

CO4: Be acquainted with applications of Word-processing

BBA SEC101 : Fundamentals of IT Tools		
PWC (Theory :1 credit + Practical: 2 credits)		
Unit	Topics to be covered	No. of hours
1	Spreadsheets Introduction: Concept of worksheets and workbooks, creating, opening, closing and saving workbooks, moving, copying, inserting, deleting and renaming worksheets, working with multiple worksheets and multiple workbooks, controlling worksheet views, naming cells using name box, name create and name define. Using formula and functions: Understanding absolute, relative and mixed referencing in formulas, referencing cells in other worksheets and workbooks, correcting common formula errors,lookup, information, date and time and basic financial functions.	03
2	Wordprocessing Introduction: Creating and saving your document, displaying different views, working with styles and character formatting, working with paragraph formatting techniques using indents, tabs, alignment, spacing, bullets and numbering and creating borders. Page setup and sections: Setting page margins, orientation, headers and footers, end notes and foot notes, creating section breaks and page borders. Create newspaper columns, table of contents. Spellcheck your document using inbuilt and custom dictionaries, checking grammar and style.	03
3	Mail merge: Creating and editing your main document and data source, sorting and filtering merged documents and using merge instructions like ask, fill-in and if-then-else. Linking and embedding to keep things together. Working with tables: Creating tables, modifying table layout and design, sorting, inserting graphics in a table, table math, converting text to table and vice versa	02
4	Consolidating worksheets and workbooks using formulae and data consolidate command Printing and Protecting worksheets: Adjusting margins, creating headers and footers, setting page breaks, changing orientation, creating portable documents and printing data and formulae. Implementing file level security and protecting data within the worksheet Creating charts and graphics: Choosing a chart type, understanding data points and data series, editing and formatting chart elements.	02
	Practical Work	20
	TOTAL	30

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Reading List :

1. Basandra, Suresh K. (2011). *Computer Today*, Galgotia Publications.
2. Goel Anita (2014). *Computer Fundamentals*, Pearson.
3. Majumdar, Arun K., Bhattacharya Pritimoy (2009). *Database Management Systems*, Tata McGraw Hill Education.
4. Kumar Bittu (2015). *Microsoft Office 2010*, V& S Publishers.
5. Shrivastava, S.S. (2015). *MS- Office*, Laxmi Publications.
6. Elmasri Ramez (2006). *Fundamentals of Database Systems*, Pearson.
7. Sudarshan, S. (2013). *Database System Concepts*, McGraw Hill Education.

SEMESTER – II MAJOR COURSE: BBA MJC202

COURSE OUTCOME

After completion of the course, the students will be able to:

CO1: Develop an ability to organize, manage and present data.

CO2: Analyse data using statistical tools like frequency distribution and measures of central tendency.

CO3: Comprehend practical applications of statistics in economics and management.

CO4: Take decisions based on data by collecting appropriate quantitative data.

BBA MJC202 : Statistics for Business Decisions		
PWC (Theory :5 credits + Tutorial: 1 credit)		
Unit	Topics to be covered	No. of hours
1	Measures of Central Value: Characteristics of an ideal measure; Measures of Central Tendency - mean, median, mode, harmonic mean and geometric mean. Merits, Limitations and Suitability of averages. Measures of Dispersion: Meaning and Significance. Absolute and Relative measures of dispersion-Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation.	10
2.	Correlation Analysis: Meaning and significance. Correlation and Causation, Types of correlation. Methods of studying simple correlation - Scatter diagram, Karl Pearson's coefficient of correlation, Spearman's Rank correlation coefficient, Regression Analysis: Meaning and significance, Regression vs. Correlation. Linear Regression, Regression	10

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	lines (X on Y, Y on X) and Standard error of estimate.	
3.	Analysis of Time Series: Meaning and significance. Utility, Components of time series, Models (Additive and Multiplicative), Measurement of trend: Method of least squares, Parabolic trend and logarithmic trend; Index Numbers: Meaning and significance, problems in construction of index numbers, methods of constructing index numbers-weighted and unweighted, Test of adequacy of index numbers, chain index numbers, base shifting, splicing and deflating index number.	15
4	A. Probability: Meaning and need. Theorems of addition and multiplication. Conditional probability. Bayes' theorem, Random Variable- discrete and continuous. Probability Distribution: Meaning, characteristics (Expectation and variance) of Binomial, Poisson, and Normal distribution. Central limit theorem. B. Hypothesis testing: Concept; Level of Significance; Process of testing; Test of hypothesis Normal Z test & t test for single mean.	15
	Tutorial	10
	TOTAL	60

Reading List :

1. Freedman, David A. (2005). *Statistical Methods Theory and Practice*, Cambridge University Press.
2. Gupta, S.C., Kapoor, V.K. (2008). *Fundamentals of Mathematical Statistics*, Sultan Chand & Sons.
3. Akhilesh, K.B., Balasubrahmanyam, S. (2011). *Mathematics and Statistics for Management*, Vikash.
4. Gupta S.P., *Statistical Methods*, 34th Edition, Sultan Chand & Sons.
5. Gupta, S.P., Gupta, M.P. (2007). *Business Statistics*, S.Chand & Sons.
6. Levin Richard & Rubin David, *Statistics for management*, Prentice Hall.
7. Anderson, Sweeny, Williams, *Statistics for Business and Economics*, South Western.
8. Sharma, J.K, *Business Statistics*, Vikas Publishing.

SEMESTER – II

COURSE CODE: BBA MIC202

Course Outcome:

After completion of the course, the students will be able to:

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CO1: Get an overview of Social Entrepreneurship.

CO2: Understand the concept of startups.

CO3: Get acquainted with the sources of financing entrepreneurial business.

CO4: Managing Business family and shareholder relationships.

BBA MIC202 : Entrepreneurship Development PWC (Theory :2 credits + Tutorial: 1 credit)		
Unit	Topics to be covered	No. of hours
1	Social Entrepreneurship :Introduction to Social Entrepreneurship; Characteristics and Role of Social Entrepreneurs; Innovation and Entrepreneurship in a Social Context.	05
2	Family Business And Entrepreneurship :The Entrepreneur; Role and personality; Family Business: Concept, structure and kinds of family firms ; Culture and evolution of family firm; Managing Business, family and shareholder relationships ; Conflict and conflict resolution in family firms ; Managing Leadership, succession and continuity ; women's issues in the family business ;Encouraging change in the family business system.	05
3	FINANCING THE ENTREPRENEURIAL BUSINESS Arrangement of funds; Traditional sources of financing, Loan syndication, Consortium finance, role played by commercial banks, appraisal of loan applications by financial institutions, Venture capital.	05
4	Start-Up and Early Stage Venture Issues in creating and Sustaining a Non-profits Organization; Financing and Risks; Business Strategies and Scaling up.	05
	Tutorial	10
	TOTAL	30

Reading List :

1. Khanka, S.S. (2006). *Entrepreneurial Development*, S. Chand & Company Ltd.
2. Taneja Satish (2012). *Entrepreneurial Development*, Himalaya Publishing House.
3. Roy Rajeev (2013). *Entrepreneurship*, Oxford Higher Education.
4. Lall Madhulika and Sahai Shikha (2006). *Entrepreneurship*, Excel Books.
5. Charantimath, Poornima M. (2006). *Entrepreneurship Development in Small Business Enterprises*, Pearson.
6. Baporikar Neeta (2011). *Entrepreneurship Development & Project Management*, Himalaya Publishing House.
7. Desai Vasant (2013). *Fundamentals of Entrepreneurship and Small Business Management*, Himalaya Publishing House.

Multidisciplinary Course (MDC) (3 credits each)

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SEMESTER – II

COURSE CODE: BBA MDC 202
Business Economics

Course Outcome:

After completion of the course, the students will be able to

CO1: Have an awareness regarding Foreign Policy of India .

CO2: Understand the recent trends in employment, Health and education.

CO3: Develop a perspective on the concept of Inclusive Growth.

CO4: Understand the role of different Regulatory Bodies of India.

Multidisciplinary Course (MDC) Course: Elective courses may be offered by the main discipline/subject of study is referred to as Multidisciplinary course . The University/Institute may also offer multidisciplinary courses of interdisciplinary nature (to be offered by main discipline/subject of study).

BBA MDC202 : Business Economics		
PWC (Theory :2 credits + Tutorial: 1 credit)		
Unit	Topics to be covered	No. of hours
1	Trade Cycle and Inflation: Trade cycles-Meaning and definition-Phases of a trade cycle-Inflation -Definition -Types of Inflation -Causes and effects of inflation-Measures to control inflation.	05
2	Insurance -Meaning types of Insurance-Life insurance and general Insurance- SEBI: Meaning and functions of SEBI Role of RBI. Methods of credit control-Quantitative and Qualitative Methods.	05
3	New Economic Policy 1991: Rationale and key Policy changes, Meaning of foreign trade, composition of India's foreign Trade. EXIM Policy of India	05
4	Inclusive Growth-Progress of Human Development Index in India(post 1991)-Health, Gender Related Development, Education and Health-Recent Trends in Employment-Problems of Unemployment.	05

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	Tutorial	10
	TOTAL	30

Reading List

1. Rao, T.V. ,Pareek, Udai (2015).*Designing and Managing Human Resource Systems*, Oxford and IBH Publication Ltd.
2. Rao ,T.V. (2017). *Reading in Human Resource Development*, Oxford IBH Publication Ltd.
3. Viramani B.R. and Seth Pramila, *Evaluating Management Training and Development*, Vision Books.
4. Rao ,T.V., *Human Resource Development*, Sage publication.
5. Kapur, Sashi, *Human Resource Development and Training in Practice*, Beacon Books.
6. Mankin, D.,*Human Resource Development*, Oxford University Press India.
7. Haldar, U. K., *Human Resource Development*, Oxford University Press India.
8. Rao, T.V., *Future of HRD*, Macmillan Publishers India.

SEMESTER – II

COURSE CODE:BBA SEC202 IT Tools for Business

Course Outcome:

After completion of the course, the students will be able to:

CO1:Create and understand master views, using title master, slide master etc.

CO2:Understand the concepts of animation and multimedia.

CO3: Apply their skills on MS-PowerPoint for an effective presentation.

CO4: Be acquainted with different concepts of DBMS.

BBA SEC202 : IT Tools for Business		
PWC (Theory:1credit+ Practical: 2 credits)		
Unit	Topics to be covered	No. of hours
1	Powerpoint Presentation Introduction: Creating a blank presentation using a design template, basing a new presentation on an existing one, creating and managing slides, using content place holders, creating graphs, tables, diagrams, organization charts, inserting clip art and images. Viewing and navigating a presentation:	03

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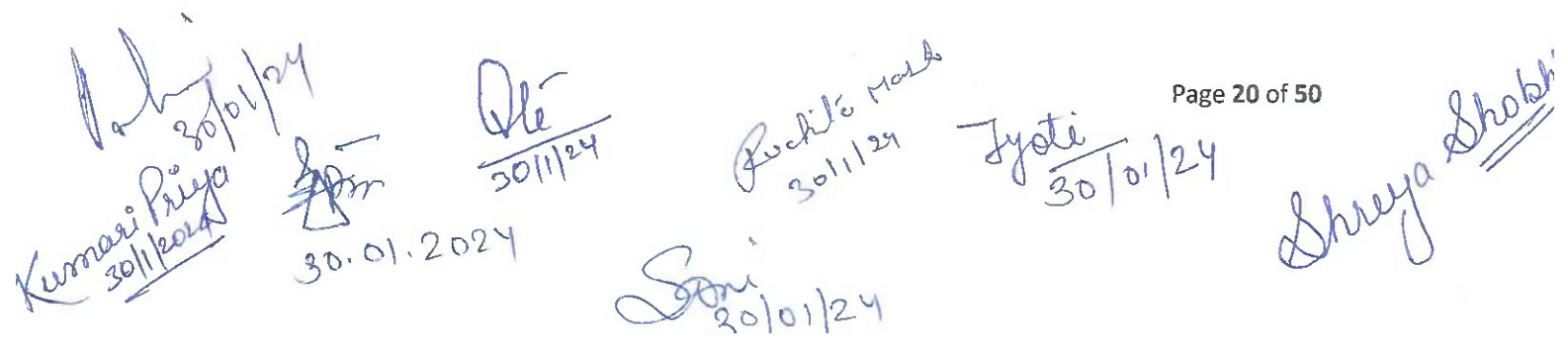
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	Organizing ideas in outline view, using slide sorter to rearrange a presentation, previewing presentation in slide show, understanding master views, using title master, slide master, handout master and notes master, working with headers and footers, using hyperlinks, advanced navigation with actionsetting.	
2	Navigation short hand with action buttons Animation and multimedia: Using and applying animation schemes, custom animation, understanding sound file formats and video types, adding music, sound and video clips. Final presentation: Applying transition to slides, controlling transition speed, using hidden slides, using custom shows, using on screen pen and adding and accessing notes during a presentation.	02
3	Databases Introduction to Database Development: Database Terminology, Objects, Creating Tables, working with fields, understanding Data types , Changing table design, Assigning Field Properties, Setting Primary Keys, using field validation and record validation rules, Indexing, working with multiple tables, Relationships & Integrity Rules, Join Properties, Record manipulation, Sorting & Filtering.	03
4	Select data with queries: Creating Query by design & by wizard (Select, Make Table, Append, Delete, Cross Tab, Update, Parameterized Query, Find Duplicate and Find Unmatched), Creating multi table queries, creating & working with table joins. Using operators & expressions: Creating simple & advance criteria.	02
	Practical	20
	TOTAL	30

Reading List :

- 1.Basandra, Suresh K. (2011). *Computer Today* ,Galgotia Publications.
2. Goel Anita (2014). *Computer Fundamentals*, Pearson.
- 3.Majumdar, Arun K., Bhattacharya Pritimoy (2009). *Database Management Systems*, Tata McGraw Hill Education.
4. Kumar Bittu (2015). *Microsoft Office 2010*, V& S Publishers.
5. Shrivastava, S.S. (2015). *MS- Office* ,Laxmi Publications.
- 6.ElmasriRamez (2006). *Fundamentals of Database Systems*, Pearson.
- 7.Sudarshan, S. (2013). *Database System Concepts*, McGraw Hill Education.

SEMESTER – III



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CODE:BBA MJC-3
Managerial Economics

COURSE OUTCOME

After completion of the course, the students will be able to:

CO1: Enable an understanding of businesses, markets and governments from a management perspective and responsibly respond to the threats and opportunities.

CO2: Ability to evaluate the problems of production, distribution, consumption and people's welfare.

CO3: To develop an understanding of optimal utilization of available resources since wants are unlimited and the resources are scarce.

CO4: Estimate economic relationships between different business factors such as income, elasticity of demand, cost volume profit analysis.

BBA MJC-3 : Managerial Economics		
PWC (Theory :5 credits + Tutorial: 1 credit)		
Unit	Topics to be covered	No. of hours
1	Demand, Supply and Market equilibrium: individual demand, market demand, individual supply, market supply, market equilibrium; Elasticities of demand and supply: Price elasticity of demand, income elasticity of demand, cross price elasticity of demand, elasticity of supply; Theory of consumer behaviour: cardinal utility theory, ordinal utility theory	10
2	Producer and optimal production choice: optimizing behaviour in short run (law of diminishing margin productivity, three stages of production), optimizing behaviour in long run (isoquants, isocost line), Traditional theory of cost (short run and long run, envelope curves), modern theory of cost (short run and long run), economies of scale, economies of scope.	10
3	Theory of firm and market organization: perfect competition (basic features, short run equilibrium of firm/industry, long run equilibrium of firm/industry, effect of changes in demand, monopoly (basic features, short run equilibrium, long run equilibrium, effect of changes in demand, comparison with perfect competition), price discrimination.	15
4	Monopolistic Competition & Oligopoly: monopolistic competition (basic features, demand and cost, short run equilibrium, long run equilibrium, excess capacity): oligopoly (kinked demand curve model, dominant price leadership model)	15
	Tutorial	10
	TOTAL	60

Reading List :

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1. Varshney, R.L. and Maheshwari, K.L. (2007). *Managerial Economics*, Sultan Chand & Sons.
2. Dwivedi, D.N. (2007). *Managerial Economics*, Vikas Publishing House.
3. Atmanand (2004). *Managerial Economics*, Excel Books.
4. Gopalakrishna, D. (2013). *Managerial Economics*, Himalaya Publishing House.
5. Ahuja, H.L. (2014). *Managerial Economics*, S. Chand & Co. Ltd.
6. Mittal Abha (2013). *Microeconomics*, S. Chand & Company Pvt. Ltd.
7. Mithani, D.M. (2014). *Managerial Economics*, Himalaya Publishing House.

COURSE CODE: BBA MJC-4
Principles of Marketing

Core Course: A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.

Course Outcome:

After completion of the course, the students will be able to:

CO1: It gives an overview of marketing concepts and marketing environment.

CO2: Comprehend marketing decisions based upon the combination of products, price, promotion and distribution elements.

CO3: Compare and analyse different promotional tools and strategies from customer and marketer's viewpoint.

CO4: Develops the ability to understand pricing decisions

<u>BBA MJC-4 : Principles of Marketing</u>		
PWC (Theory : 5 credits + Tutorial: 1 credit)		
Unit	Topics to be covered	No. of hours
1	Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing	10

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	concept. Marketing Environment: Demographic, economic, political, legal, socio cultural, technological environment (Indian context); Portfolio approach – Boston Consultative Group (BCG) matrix	
2	Segmentation, Targeting and Positioning: Levels of Market Segmentation. Basis for Segmenting Consumer Markets, Difference between Segmentation, Targeting and Positioning	10
3	Product & Pricing Decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling, New Product Development. Pricing Decisions: Determinants of Price, Pricing Methods Pricing Strategies.	15
4	Promotion Mix: Factors determining promotion mix, Promotional Tools –basics of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling; Place (Marketing Channels): Channel functions, Channel Levels, Types of Intermediaries: Types of Retailers, Types of Wholesalers. Marketing of Services - Unique Characteristics of Services, Marketing strategies for service firms – 7Ps.	15
	Tutorial	10
	TOTAL	60

Reading List :

1. Kumar, S. Ramesh (2007). Marketing & Branding, Dorling Kindersely (Pearson).
2. Kotler Philip, Keller Kevin Lane, Koshy Abraham, Jha Mithileshwar (2014). Marketing Management, Dorling Kindersely (Pearson).
3. Nair, Suja R. (2014). Marketing Research, Himalaya Publishing House.
4. Arora Richa, Mahankale, Nitin R. (2013). Marketing Research, PHI Learning.
5. Rubani, R.B. (2009). Basics of Marketing Management, S. Chand.
6. Bose, D. Chandra (2010). Modern Marketing: Principles and Practice, PHI Learning Pvt. Ltd.

SEMESTER – III

COURSE CODE: BBA MIC-3

CORPORATE SOCIAL RESPONSIBILITY

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C04: Analyse and demonstrate Corporate Social Responsibility.

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COURSE CODE: BBA MDC- 3

Management of Industrial Relations

Course Outcome:

After completion of the course, the students will be able to:

CO1: Explain concepts and different aspects of industrial relations, conflict and cooperation and involvement of different parties and their roles.

CO2: Develop an understanding of the legal provisions under different Acts.

CO3: Describe the salient features, coverage and benefits relating to different Indian Acts.

CO4: Identify the importance of women's rights in compliance with labour laws.

BBA MDC-3 : Management of Industrial Relations		
PWC (Theory :2 credits + Tutorial: 1 credit)		
Unit	Topics to be covered	No. of hours
1	Concept of industrial relations, aspects of industrial relations, conflict and cooperation, parties in industrial relations, workers employers and government, trade unions, objectives collective bargaining. Workers participation in management, levels of participation, mode of participation Works Committee, Joint Management councils, Grievance Procedure, Quality Circles.	5
2	Trade Union Act 1926, Immunity granted to Registered Trade Unions, Recognition of Trade Unions. The Industrial Employment (Standing Orders) Act 1946, scope, coverage, modification, and enforcement. The Industrial Disputes Act 1947, forum for settlement of disputes, strikes, lockouts and closure.	5
3	Rules and benefits relating to The Payment of Wages Act 1936, The Payment of Gratuity Act 1972, The Minimum Wages Act 1948, and The Payment of Bonus Act 1965.	5
4	The Factories Act 1948, definition, health and welfare measures, employment of women and young persons, leave with wages and weekly holidays. The salient features, coverage of employees and employers, and benefits under the Provident Fund and Miscellaneous Provisions Act 1952 and Employees Pension Scheme and Employees State Insurance Act 1948.	5
	Tutorial	10
	TOTAL	30

Reading List :

1. Srivastava, S.C. (2012). *Industrial Relations and Labour Laws*, Vikas Publishing House.

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Reading List:

1. Bovee, Courtland, John Thill & Mukesh Chaturvedi. Business Communication Today: Dorling Kindersley, Delhi
2. Kaul, Asha: Business Communication: Prentice-Hall of India, Delhi
3. Monippally, Matthukutty M. Business Communication Strategies. Tata McGraw-Hill Publishing Company Ltd., New Delhi
4. Sharma, Sangeeta and Binod Mishra. Communication Skills for Engineers and Scientists: PHI Learning Pvt. Ltd., New Delhi

SEMESTER IV
COURSE CODE: BBA MJC-5
Financial Institutions & Markets

Course Outcome:

After completion of the course, the students will be able to:

CO1: Understand the large and complex national and International financial market and their regulatory policies of the economy.

CO2: Identify the availability of loan and guarantees in foreign currency in forex transaction.

CO3: Recognize the different type of securities, their issues and Intermediaries in between investor and company as required by law or statute.

CO4: Comprehend how investors and debtors receive fair and proper treatment and access to capital.

BBA MJC-5 : Financial Institutions & Markets		
PWC (Theory :5 credits + Tutorial: 1 credit)		
Unit	Topics to be covered	No. of hours
1	Structure of Indian Financial System: An overview of the Indian financial system, financial sector reforms: context, need and objectives; major reforms in the last decade; competition; future agenda of reforms; Regulation of Banks, NBFCs & FIs: Salient provisions of banking regulation act and RBI Act; Role of RBI as a central banker; Core banking solution (CBS); RTGS and internet banking, NBFCs and its types; comparison between Banks and NBFCs	10
2	Introduction to Financial Markets in India: Role and Importance of Financial Markets, Financial Markets: Money Market; Capital Market; Factors affecting Financial Markets, Integration of Indian Financial Markets with Global Financial Markets, Primary & secondary market, Currency Market, Debt Market- role and functions of these markets. Primary Market for	10

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	Corporate Securities in India: Issue of Corporate Securities: Public Issue through Prospectus, Green shoe option, On-Line IPO, Disinvestment of PSU, Employees Stock Options, Preferential Issue of Shares, Venture Capital, Private Equity, Performance of Primary Market in India, Corporate Listings : Listing and Delisting of Corporate Stocks.	
3	Secondary Market in India: Introduction to Stock Markets, Regional and Modern Stock Exchanges, International Stock Exchanges, Comparison between NSE and BSE, Classification of Securities to be included in the Index, Bulls and Bears in Stock Markets, Factors influencing the movement of stock markets, Major Instruments traded in stock markets: Equity Shares, Debentures, Trading of securities on a stock exchange; DEMAT System, placing an order for purchase/sale of shares, margin trading .	15
4	Money Markets & Debt Markets in India: Money Market: Meaning, role and participants in money markets, Segments of money markets, Call Money Markets, Repos and reverse Repo concepts, Treasury Bill Markets, Market for Commercial Paper, Commercial Bills and Certificate of Deposit, Debt Market: Introduction and meaning, Market for Government/Debt Securities in India, Secondary market for government/debt securities.	15
	Tutorial	10
	TOTAL	60

Reading List:

1. Saunders, Anthony & Cornett, Marcia Millon (2007). *Financial Markets and Institutions*, 3rd Edition, Tata McGraw Hill.
2. Khan, M Y. (2010). *Financial Services*, 5th Edition, McGraw Hill Higher Education.
3. Shahani Rakesh (2011). *Financial Markets in India: A Research Initiative*, Anamica Publications.
4. Goel Sandeep. (2012). *Financial Services*, PHI.
5. Gurusamy, S. (2010). *Financial Services*, TMH.

COURSE CODE: BBA MJC-6 **Business Accounting**

COURSE OUTCOME

After completion of the course, the students will be able to:

CO1: Have an understanding of financial position of the organization.

CO2: Evaluate company budget and track income and expenditures effectively.

CO3: Evaluate firm's performance.

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CO4: Understand the importance of statutory compliance while making business decisions.

BBA MJC-6 : Business Accounting PWC (Theory :5 credits + Tutorial: 1 credit)		
Unit	Topics to be covered	No. of hours
1	Introduction to Financial Accounting. Importance, Scope, and Limitations. Generally Accepted Accounting Principles. The Accounting Equation. Nature of Accounts and Rules of Debit and Credit. Recording Transactions in General Journal. Recording Transactions in Cash Book. An overview of Subsidiary books – Purchase Book, Purchase Returns Book, Sales Book, and Sales Returns Book. Preparation of Ledger Accounts.	10
2	Introduction to International Financial Reporting Standards (IFRS). Methods of charging Depreciation – Straight-line Method, and Written-down-value Method. Preparation of Trial Balance. Bank Reconciliation Statement.	10
3	Preparation of Financial Statements: Preparing Trading Account, Profit & Loss Account and Balance Sheet. Understanding the contents of a Corporate Annual Report. Preparation of Cash Flow Statement.	15
4	Analyzing Financial Statements: Objectives of Financial Statement Analysis; Techniques of Financial Statement Analysis - Horizontal Analysis, Vertical Analysis, and Ratio Analysis. Analysis of Financial Ratios from the perspective of different Stakeholders like Investors, Lenders, and Short-term Creditors; Profitability Ratios, Solvency Ratios, Liquidity Ratios, and Turnover Ratios.	15
	Tutorial	10
	TOTAL	60

Reading List :

1. Shukla, S.M. (2005). *Financial Accounting*, Sahitya Bhawan Publication.
2. Jaffarulla, A. (2010). *Financial Accounting*, Vrinda Publication.
3. Maheshwari, S.N., Maheshwari, Suneel K., Maheshwari, Sharad K., *An Introduction to Accountancy*, Vikas Publishing House Pvt. Ltd.
4. Narayanaswamy, R., *Financial Accounting: A Managerial Perspective*, PHI Learning Pvt. Ltd.
5. Horngren, Charles T., Sundem, Gart L., Elliott, John A. and Philbrick, Donna R., *Introduction to Financial Accounting*, Pearson.
6. Monga, J.R., *Financial Accounting: Concepts and Applications*, Mayur Paperbacks.
7. Ghosh, T.P., *Financial Accounting for Managers*, Taxmann Allied Services Pvt. Ltd.

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COURSE CODE: BBA MJC-7**Business Research****Course Outcome:**

After completion of the course, the students will be able to:

CO1: Explain the conceptual framework of Marketing Research, including its role and process.

CO2: Distinguish between research designs adopted for conducting research and different sampling techniques.

CO3: Compare different sources of data collection.

CO4: Discuss the concepts related to data analysis and apply statistical tools of data analysis.

BBA MJC-7 : Business Research		
PWC (Theory :5 credits + Tutorial: 1 credit)		
Unit	Topics to be covered	No. of hours
1	Nature and Scope of Marketing Research – Role of Marketing Research in decision making. Applications of Marketing Research – marketing research; The Research process – Steps in the research process; the research proposal.	10
2	Research Design: Exploratory, Descriptive, Causal. Secondary Data Research: Advantages & Disadvantages of Secondary Data, Criteria for evaluating secondary sources.	10
3	Primary Data Collection: Survey Vs. Observations. Comparison of self-administered, telephone, mail, emails techniques. Qualitative Research Tools: Depth Interviews focus groups and projective techniques; Questionnaire-form & design.	15
4	Sampling: Sampling techniques, determination of sample size; Data Analysis: Z test (mean, diff. of mean, diff. of proportion) t test (mean), paired t test, Chi square test.	15
	Tutorial	10
	TOTAL	60

Reading List:

1. Kothari, C.R. (2012). *Research Methodology*, New Age International.
2. Sarangi Prashant (2010). *Research Methodology*, Taxmann.
3. Arora Richa (2013). *Marketing Research*, PHI Learning, Pvt. Ltd.
4. Malhotra Dash (2015). *Marketing Research*, Pearson.
5. Kothari, C.R. and Garg Gaurav, *Research Methodology: Methods & Techniques*, 3rd Edition, New Age International Publishers.
6. Kumar Ranjit (2005). *Research Methodology*, Pearson Education Australia.
7. Chawla Deepak & Sondhi Neena (2016). *Research Methodology*, Vikas Publishing House.

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COURSE CODE: BBA MIC-4
Business Environment

Course Outcome:

After completion of the course, the students will be able to:

CO1: Understand the competitor's strategies and actions.

CO2: Enable a better understanding of business law.

CO3: Comprehend formulation of business strategies.

CO4: Understand role of Niti Ayog in Indian planning.

<u>BBA MIC-4 : BUSINESS ENVIRONMENT</u> PWC (Theory :2 credits + Tutorial: 1 credit)		
Unit	Topics to be covered	No. of hours
1	Business Environment Introduction: Introduction to Business Environment, Globalization of Indian Business, Privatization and Liberalization of Indian Business	5
2	Planning in India: National Development Council, NITI Ayog Role, structure and functions	5
3	Socio Cultural Environment: Impact of culture on business, components of culture, society and business environment, social groups and business growth	5
4	Legal and political Environment: Competition Act, FEMA, RTI, Political environment in India	5
	Tutorial	10
	TOTAL	30

Reading List:

1. Rangarajan, C.A.; Perspective in Economics, S.Chand & Sons, New Delhi
2. Cherunilam, Francis; Business Environment - Text and Cases, Himalaya Publishing House.
3. Aswathappa, K.; Essentials of Business Environment, Himalaya Publishing House, New Delhi.
4. Fernando, Business Environment, IE, Pearson, 2011

SEMESTER V
COURSE CODE: BBA MJC-8
Financial Management

Course Outcome:

After completion of the course, the students will be able to:

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CO1: Develop an understanding of minimising financial costs and designing an optimum Capital Structure for the organization.

CO2: Estimate the short-term and long-term financial requirements of business.

CO3: Understand cash management in an organisation.

CO4: Develop ability to take sound financial decisions while working in an organisation.

BBA MJC-8 : Financial Management		
PWC (Theory :5 credits + Tutorial: 1 credit)		
Unit	Topics to be covered	No. of hours
1	Nature of Financial Management: Scope of Financial Management; Profit Maximization, Wealth Maximization - Traditional and Modern Approach; Functions of finance – Finance Decision, Investment Decision, Dividend Decision; Objectives of Financial Management. Concept of Time Value of Money, present value, future value, and annuity; Risk & Return.	10
2	Concept and Measurement of Cost of Capital: Explicit and Implicit costs; Measurement of cost of capital; Cost of debt; Cost of perpetual debt; Cost of Equity Share; Cost of Preference Share; Cost of Retained Earning.	10
3	Capital Structures: Approaches to Capital Structure Theories - Net Income approach, Net Operating Income approach, Modigliani-Miller (MM) approach, Traditional approach, Capital Structure and Financial Distress. Leverage Analysis: Operating and Financial Leverage; EBIT -EPS analysis; Combined leverage.	15
4	Working Capital Management: Cash management technique, Receivables Management Inventory Management (Very Briefly) - ABC Analysis; Minimum Level; Maximum Level; Reorder Level; Safety Stock; EOQ.	15
	Tutorial	10
	TOTAL	60

Reading List :

1. Khan, M.Y. and Jain, P.K., *Financial Management Text Problem and Cases*, 4th Edition, Tata McGraw Hill Publishing Co. Ltd.
2. Kishore, Ravi M., *Financial Management*, 6th Edition, Taxmann.
3. Srinivasan, N.P., Murugun, M. Sakthivel (2011). *A text book on Financial Management*, Vrinda Publications(P) Ltd.
4. Chandra Prasanna (2010). *Financial Management*, Tata McGraw Hill Education Pvt. Ltd.
5. Pandey, I.M. (2006). *Financial Management: Theory and Practices*, Vikas Publishing House.
6. Gurusamy, S. (2009). *Indian Financial System*, Tata McGraw Hill Education Pvt. Ltd.

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COURSE CODE: BBA MJC-9
Human Resource Management

Course Outcome:

After completion of the course, the students will be able to:

CO1: Comprehend the skills, knowledge and ability learnt to handle business situations.

CO2: Develop ability to understand the strategies to be adopted while dealing with diverse workforce.

CO3: Understand different facets of human resource like recruitment, training and development appraisal in modern organisations.

CO4: Figure out HR management techniques to bridge the gap between employees' performance and the organisational strategic objectives.

BBA MJC-9 : Human Resource Management		
PWC (Theory :5 credits + Tutorial 1 credit)		
Unit	Topics to be covered	No. of hours
1	Human Resource Management: Concept, Functions, roles, skills & competencies, HRD definition, goals and challenges. The changing environment of HRM – globalization, cultural environment, technological advances, workforce diversity, corporate downsizing.	10
2	Human Resource Planning: Process, forecasting demand & supply, Skill inventories, succession planning, Job analysis – Uses, methods, Job description & Job specifications. Recruitment, Selection & Orientation: internal & external sources, e- recruitment, selection process, orientation process.	10
3	Training: Concept, Needs, Systematic approach to training, Methods of training. Management development: Concept & Methods. Performance management system: concept, uses of performance appraisal, performance management methods, factors that distort appraisal, appraisal interview, Compensation: Steps of determining compensation, job evaluation, components of pay structure, factors influencing compensation levels, wage differentials & incentives, profit sharing, gain sharing, employees' stock option plans.	15
4	Compensation Function: Job Evaluation - Merit rating- Methods of wage payment, Incentive compensation Types, advantages, disadvantage. Wage system in India- Minimum wage, Fair wage, living wage	15
	Tutorial	10
	TOTAL	60

Reading List :

1. Jyothi, P. & Venkatesh, D.N. (2012). *Human Resource Management*, Oxford University Press.
2. Khanka, S.S. (2009). *Human Resource Management*, S. Chand .
3. Mamoria, C. B. and Gankar, S.V. (2008). *Human Resource Management*.
4. Aswathappa, K. (2005). *Human Resource Management* , Tata McGraw Hill.

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5. Sekhri Arun (2013). *Human Resource Planning & Audit*, Himalaya Publishing House

COURSE CODE: BBA MIC-5
India's Diversity & Business

Course Outcome:

After completion of the course, the students will be able to

CO1: Discuss the challenges and dilemmas due to diversity and explain India's diversity in terms of topography, soil, drainage, climate.

CO2: Explain the impact of diversity on livelihood and occupation and relate diversity and various socio-economic challenges.

CO3: Indicate influence of diversity on Indian Consumers, Manufacturing, Industry and Services.

CO4: Relate diversity and Innovation and describe Workforce Diversity Management.

BBA MIC-5 : India's Diversity & Business		
PWC (Theory :2 credits + Tutorial: 1 credit)		
Unit	Topics to be covered	No. of hours
1	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.	5
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 settlements.	5
3	People, Livelihood and Occupational Diversity • Traditional livelihoods and their nature - agriculture, crafts, industry and services; • Region, occupation and employment	5
4	Diversity and Business • Indian Consumers and marketing; Rural and Urban context • Diversity and Innovation • Diversity, manufacturing, industry and services • Workforce diversity and management	5
	Tutorial	10
	TOTAL	30

Reading List :

1. Bhatt, B. L. (1980)-“ India and Indian Regions: A Critical Overview” in David E. Sopher 'An Exploration of India- Geographical Perspectives on Society and Culture'. Cornell. Pages- 35-61 for Socio cultural regions.
2. Bill Aitken, Seven sacred rivers, Penguin Books, 1992.
3. Bose N.K. (1969) Unity in Indian Diversity in Desai AR (1969) *Rural Sociology in India*, reprinted 2009, Popular Prakashan.

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4. Chakravarti AK (2004) *Regional Preferences for Food: Some Aspects of Food Habit Patterns In India* in Grover N and KN Singh (eds) 2004, *Cultural Geography: Form and Process*, Concept Publishers, Delhi (for regionalspecificity of food -Chap 23 pp 355 to 375)
5. Fernando Mart'in-Alca'zar• Pedro M. Romero-Ferna'ndez• Gonzalo Sa'nchez-Garvey, *Transforming Human Resource Management Systems to Cope with Diversity*, Journal of Business Ethics, 2012, 107:511-531
6. Gadgil and Guha, *Ecology and Equity: The use and abuse of nature in contemporary India*. Penguin 1995.
7. Gail Robinson and Kathleen Dechant, *Building a business case for diversity*, Academy of Management Executive 1997, Vol 11, No. 3

COURSE CODE: BBA MIC-6

Tax Planning

Course Outcome:

After completion of the course, the students will be able to:

CO1: Identify how to reduce overall liabilities for Income tax, Capital Gain Tax and Other Tax on Organizations' Income, Saving and Investments.

CO2: Attain knowledge about Rebate, Relief and available credit.

CO3: Know about selection of Investment Projects with lower rate of taxes.

CO4: Comprehend the importance of tax planning for small and large businesses as it can help them to achieve their business goals.

BBA MIC-6 : Tax Planning		
PWC (Theory :2 credits + Tutorial: 1 credit)		
Unit	Topics to be covered	No. of hours
1	Income tax concepts: Previous Year, Assessment Year, Person, Assessee, Income (including agricultural income), Residential Status and their incidence of tax, Gross Total Income, Total Income. Computation of Income under the Head Salary.	5
2	Computation of Income under the Head: House Property and Profits and gains from Business or Profession. Computation of Income under the Head: Capital gains and Income from other sources.	5
3	Clubbing of Income, Set-off and carry-forward of losses, Deductions from gross total income as applicable to an individual and Business Units; E-filing of return, Introduction to the concept of Goods and Services Tax (GST) .	5
4	Meaning of Tax Planning and Management; Nature, scope and justification of corporate tax planning; Computation of taxable income and tax liability of companies.	5
	Tutorial	10
	TOTAL	30

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Reading List:

1. Singhania, V.K., Student Guide to Income Tax, Latest Edition, Taxman Publications Pvt. Ltd.
2. Ahuja and Gupta, Simplified Approach to Corporate Tax, Latest Edition, Flair Publications Pvt. Ltd.
3. Ahuja & Gupta, Simplified Approach to Income Tax, Flair Publications Pvt. Ltd.
4. Chandra Mahesh and Shukla, D.C., Income Tax Law & Practice, Pragati Publications.
5. Goyal, S.P., Tax Planning and Management, Sahitya Bhawan Publications.
6. Singhania, V.K., Student Guide to Income Tax, University Edition, Taxmann Publications Pvt. Ltd.
7. Finance Act for the relevant assessment year.
8. CBDT Circulations.
9. Latest Court Judgements for the relevant Assessment year.

COURSE CODE: BBA_INT-1 :**Internship****Course Outcome:**

After completion of the course, the students will be able to:

CO1: Acquire knowledge about business applications while learning in an organisation.

CO2: Explore real business situations and write a project based on their practical experiences in the organization.

CO3: Gain insight into skills, knowledge and ability (KSA) on the job and build confidence in their abilities.

CO4: Understand their career goals and work ethos.

BBA_INT-1 : Internship (4 Credits)		
PWC		
Unit	Topics to be covered	No. of hours
1	Internship: An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his own with an advisory support	

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	by a teacher/faculty member is called Internship. Internship is considered as a special course involving application of knowledge involving / analysing /exploring a real life situation / difficult problem. An Internship work would be of 4 credits.	
	TOTAL	40

Reading List

1. Kothari, C.R. (2012). *Research Methodology*, New Age Interational.
2. Sarangi Prashant (2010). *Research Methodology*, Taxmann.
3. Arora Richa (2013). *Marketing Research*, PHI Learning, Pvt. Ltd.
4. Malhotra Dash (2015). *Marketing Research*, Pearson.
5. Kothari, C.R. and Garg Gaurav, *Research Methodology: Methods & Techniques*, 3rd Edition, New Age International Publishers.

SEMESTER - VI COURSE CODE: BBA MJC-10 Business Policy & Strategy

Course Outcome:

After completion of the course, the students will be able to:

CO1:Comprehend the strategic business issues and policy decisions and understanding current management concepts to address these issues.

CO2: Develop skills to use novel and existing knowledge to analyse real world cases and by so doing, to understand the complexity of strategic issues.

CO3: Enable a diagnosis of environmental and competitive situation and the goals organization intends to accomplish.

CO4: Understand methods to increase operational Efficiency and productivity with superior business policy management to ensure that the business operates at maximum efficiency.

BBA MJC-10 : Business Policy & Strategy		
PWC (Theory :5 credits + Tutorial: 1 credit)		
Unit	Topics to be covered	No. of hours
1	Nature & importance of business policy & strategy:	10

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	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.	
2	Environmental Analysis & Diagnosis: Analysis of company's external environment Environmental impact on organisations policy and strategy, analysis of specific environment- Michael E. Porter's 5 Forces model; Michael E. Porter's Value Chain Analysis.	10
3	Formulation of competitive strategies: Michael E. Porter's generic competitive strategies, Formulating Corporate Strategies: Introduction to strategies of growth, stability and renewal, Types of growth strategies – concentrated growth, product development, integration, diversification, international expansion (multi domestic approach, franchising, licensing and joint ventures), Types of renewal strategies – retrenchment and turnaround.	15
4	Strategic Framework: Strategic analysis & choice, Strategic gap analyses, portfolio analyses – BCG, GE, product market evolution matrix, experience curve, Impact of structure, culture & leadership, functional strategies & their link with business level strategies, Balanced Score Card; Introduction to Strategic control & evaluation.	15
	Tutorial	10
	TOTAL	60

Reading List:

1. Cherunilam Francis (2012). *Strategic Management*, Himalaya Publishing House.
2. Kishore, Ravi M. (2010). *Strategic Management*, Taxmann.
3. Nag, A. (2010). *Strategic Management*, Vikash.
4. Gupta, C.B. (2018). *Business Policy and Strategy*, S.Chand (paperback).
5. Gupta, Vipin, Gollakota & Srinivasan, R. (2007).
6. *Business Policy and Strategic Management*, Prentice Hall India learning Pvt Ltd.
7. Nag, A., *Strategic Management*, Vikas Publishing.
8. Kachru Upendra, *Strategic Management*, Excel books.

COURSE CODE: BBA MJC-11 Management Accounting

Course Outcome:

After completion of the course, the students will be able to:

CO1: Ascertain the cost of production of goods and services and determine their sales price.

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CO2: Ascertain ways to minimize the loss and maximize profit by controlling wastage in factors of production.

CO3: Develop skills to eliminate production defects and means to improve efficiency.

CO4: Gain an insight into details of finance and resource for a timely decision based on actual data and form long-term strategies to scale business.

BBA MJC 11 : Management Accounting		
PWC (Theory :5 credits + Tutorial: 1 credit)		
Unit	Topics to be covered	No. of hours
1	Nature, Scope of Management Accounting. Comparison of Management Accounting with Cost Accounting and Financial Accounting. Meaning, Scope, Objectives, and Importance of Cost Accounting, Elements of cost, Cost Sheet. Classification of Costs: Fixed, variable, Semi variable, and Variable Costs; Product, and Period Costs; Direct, and Indirect Costs; Relevant, and Irrelevant Costs; Shut-down, and Sunk Costs; Controllable, and Uncontrollable Costs; Avoidable, and Unavoidable Costs; Hypothetical Costs; Out-of-pocket Costs; Opportunity Costs. Cost Ascertainment. Introduction to Overhead allocation, Overhead apportionment and Overhead absorption.	10
2	Cost-Volume-Profit Analysis: Contribution, Profit-Volume Ratio, Margin of safety, Cost Break-even Point, Composite Break-even Point, Cash Break-even Point, Break-even Analysis. Relevant Costs and Decision Making: Pricing, Product Profitability, Make or Buy, Shut downs or Continue.	10
3	Budgets and Budgetary Control: Meaning, Types of Budgets, Steps in Budgetary Control, Fixed and Flexible Budgeting, Cash Budget.	15
4	Standard Costing and Variance Analysis: Meaning of Standard Cost and Standard Costing, Advantages, Limitations and Applications; Material and Labour.	15
	Tutorial	10
	TOTAL	60

Reading List:

1. Gupta, S.P. (2007). *Management Accounting*, Sahitya Bhawan Publication.
2. Arora, M.N. (2014). *A Textbook of Cost and Management Accounting*, Himalaya Publishing House.
3. Pandey, I.M., *Management Accounting*, 3rd Edition, Vikas Publishing House, Pvt. Ltd.
4. Khan, M. Y. and Jain, P.K., *Management Accounting: Text Problems and Cases*, McGraw Hill Education (India) Pvt. Ltd.
5. Maheshwari, S.N. and Mittal, S.N., *Cost Accounting: Theory and Problems*, Shree Mahavir Book Depot (Publishers).

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COURSE CODE: BBA MJC-12
Legal Aspects of Business

Course Outcome:

After completion of the course, the students will be able to:

CO1: Explain legal provisions related to Indian Contract Act 1872, including types of contracts, their performance, discharge and breach.

CO2: Discuss the provisions under Sale of Goods Act 1930, Negotiable Instruments Act 1881 and Companies Act 2013.

CO3: Describe the provisions under the Limited Liability Partnership Act 2008

CO4: Summarise the salient features and coverage of Consumer Protection Act 1986 and Right to Information Act 2005.

BBA MJC -12: Legal Aspects of Business		
PWC (Theory :5 credits + Tutorial: 1 credit)		
Unit	Topics to be covered	No. of hours
1	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 and quasi contract.	10
2.	Sale of Goods Act 1930: Sale and agreement to sell, implied conditions and warranties, sale by non-owners, rights of unpaid seller. Negotiable Instruments Act 1881: Meaning of negotiable instruments, type of negotiable instruments, promissory note, bill of exchange, cheque.	10
3.	The Companies Act 2013: Meaning and types, Incorporation, Memorandum & Articles of association, Prospectus, Issue of shares and bonus shares, rights issue, sweat equity, role of directors, share qualification, company meetings. The Limited Liability Partnership Act 2008: Meaning and nature of limited partnership, formation, partners & their relations.	15
4	Consumer Protection Act 1986: Objectives and machinery for consumer protection, rights of consumers. The Right to Information Act 2005: Salient features and coverage of the act, definition of terms information, right, record, public authority; obligations of public authorities, requesting information and functions of PIO.	15
	Tutorial	10
	TOTAL	60

Reading List :

1. Kumar Nabhi (2011). *Business Laws*, Nabhi Publication.
2. Shukla, M.C. (2009). *Mercantile Law*, Chand.
3. Kapoor, N.D. (2011). *Elements of Mercantile Law*, S. Chand & Sons.

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4. Pathak Akhileshwar (2011). *Legal Aspects of Business*, Tata McGraw Hill Education Pvt. Ltd.
5. Pillai, R.S.N., Bagarathi (2007). *Business Law*, S. Chand.
6. Reddy, R. Jayaprakash (2004). *Labour Legislation*, APH Publishing Corporation.

COURSE CODE: BBA MIC-7
Business Ethics

Course Outcome:

After completion of the course, the students will be able to

CO1: Discuss the challenges and dilemmas related to business ethics.

CO2: Understand the dilemma of Profit Maximization vs. Social Responsibility.

CO3: Comprehend the role of whistle blowers in contemporary organisations.

CO4: Understand the importance of Worker's and employee's rights and duties.

BBA MIC-7 : Business Ethics		
PWC (Theory :2credits + Tutorial: 1credit)		
Unit	Topics to be covered	No. of hours
1	Business ethics: Meaning of ethics, why ethical problems occur in business. Ethical principles in business: Utilitarianism: weighing social cost and benefits, Integrating utility, rights, justice and caring.	5
2	Moral issues in business: Worker's and employee's rights and responsibilities, Profit maximization vs. social responsibility.	5
3	Role of auditors in enhancing corporate governance: duties and responsibilities of auditors, corporate governance and internal auditors.	5
4	Whistle blowing: Kinds of whistle blowing, Equal employment opportunity.	5
	Tutorial	10
	TOTAL	30

Reading List:

1. Bhatt, B. L. (1980)-"India and Indian Regions: A Critical Overview" in David E. Sopher 'An Exploration of India- Geographical Perspectives on Society and Culture'. Cornell. Pages- 35-61 for Socio cultural regions.
2. Bill Aitken, Seven sacred rivers, Penguin Books, 1992.
3. Bose N.K. (1969) Unity in Indian Diversity in Desai AR (1969) *Rural Sociology in India*, reprinted 2009, Popular Prakashan.
4. Chakravarti AK (2004) *Regional Preferences for Food: Some Aspects of Food Habit Patterns In India* in Grover N and KN Singh (eds) 2004 *Cultural Geography: Form and Process*, Concept Publishers, Delhi (for regionalspecificity of food -Chap 23 pp 355 to 375)

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5. Fernando Mart'ın-Alcazar• Pedro M. Romero-Ferna'ndez Gonzalo Sanchez-Garvey, *Transforming Human Resource Management Systems to Cope with Diversity*, Journal of Business Ethics, 2012, 107:511-531
6. Gadgil and Guha, *Ecology and Equity: The use and abuse of nature in contemporary India*. Penguin 1995.

COURSE CODE: BBA MIC-8
Income Tax

Course Outcome:

After completion of the course, the students will be able to:

CO1: Gain insight into concepts of Income Tax.

CO2: Computation of Income under different heads.

CO3: Selection of Investment Projects in which lower rate of tax applies.

CO4: Understand the concept of Goods and Services Tax (GST) and Direct Tax Code (DTC).

<u>BBA MIC-8 :Income Tax</u> PWC (Theory :2 credits + Tutorial: 1 credit)		
Unit	Topics to be covered	No. of hours
1	Income tax concepts: Previous Year, Assessment Year, Person, Assessee, Income (including agricultural income), Residential Status and their incidence of tax, Gross Total Income, Total Income.	5
2	Computation of Income under the heads salary. Computation of Income under the Head: House Property and Profits and gains from Business or Profession.	5
3	Computation of Income under the Head: Capital gains and Income from other sources. Clubbing of Income, Set-off and carry-forward of losses.	5
4	Computation of total income and tax liability of an individual and Business Units, E-filing of return, Introduction to the concept of Goods and Services Tax (GST) and Direct Tax Code (DTC).	5
	Tutorial	10
	TOTAL	30

Reading List:

1. Singhania, V.K., Student Guide to Income Tax, Latest Edition, Taxman Publications Pvt. Ltd.
2. Ahuja and Gupta, Simplified Approach to Corporate Tax, Latest Edition, Flair Publications Pvt. Ltd.
3. Ahuja & Gupta, Simplified Approach to Income Tax, Flair Publications Pvt. Ltd.
4. Chandra Mahesh and Shukla, D.C., Income Tax Law & Practice, Pragati Publications.

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5. Goyal, S.P., Tax Planning and Management, Sahitya Bhawan Publications.
6. Singhanian, V.K., Student Guide to Income Tax, University Edition, Taxman Publications Pvt. Ltd.
7. Finance Act for the relevant assessment year.
8. CBDT Circulations.
9. Latest Court Judgements for the relevant Assessment year.

Semester VII
COURSE CODE: BBA MJC-13
Ethics & Corporate Social Responsibility

Course Outcome:

After completion of the course, the students will be able to:

- CO1:** Understand ethical concepts and theories related to business and apply these in real world and organizations.
- CO2:** Understand the importance, role and contents of corporate social responsibility.
- CO3:** Understand the role of stakeholders and Auditors in corporate governance.
- CO4:** Demonstrate a deeper understanding of moral choices.

BBA MJC-13 : Ethics & Corporate Social Responsibility		
PWC (Theory :5 credits + Tutorial: 1 credit)		
Unit	Topics to be covered	No. of hours
1	Business ethics: Meaning of ethics, why ethical problems occur in business. Ethical principles in business: Utilitarianism: weighing social cost and benefits, Integrating utility, rights, justice and caring, Moral issues in business: Worker's and employee's rights and responsibilities, Profit maximization vs. social responsibility.	10
2	Corporate governance: concept, need to improve corporate governance standards, Features of good governance, accounting standards and corporate governance, corporate disclosure, insider trading. The Board –Quality, Composition and role of Board, directors and financial institutions in enhancing corporate governance, critical issues in governance of board directors, CEO Duality.	10
3	Role of auditors in enhancing corporate governance: duties and responsibilities of auditors, corporate governance and internal auditors, Whistle blowing: Kinds of whistle blowing, Equal employment opportunity.	15
4	Corporate social responsibility: Meaning, Evolution of corporate social responsibility, common indicators for measuring business social performance, reporting social responsibility.	15

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	Tutorial	10
	TOTAL	60

Reading List :

1. Banerjee, R.P. (2010). *Ethics in Business and Management*, Himalaya Publishing House.
2. Peterson, Robert A. (2009). *Business Ethics*, PHI Learning.
3. Chatterji Madhumita (2014). *Corporate Social Responsibility*, Oxford University Press.
4. Khanka, S.S (2014). *Business Ethics and Corporate Social Responsibility*, S.Chand Publishing.
5. Gupta.C.B (2014). *Ethics and Social Responsibility of Business*,Sultan Chand & sons.
6. Vasisth, Neeru&Rajput Namita (2015). *Governance, Ethics &Social Responsibility of Business*,Taxmann.

COURSE CODE: BBA MJC -14 Consumer Behaviour

Course Outcome:

After completion of the course, the students will be able to:

CO1: Comprehend the consumer decision process in buying a product.

CO2: Understand the impact of culture on consumer behaviour.

CO3: Figure out the role of Motivation in guiding consumer behaviour.

CO4: Understand factors affecting market segmentation.

BBA MJC-14 : Consumer Behaviour		
PWC (Theory :5 credits + Tutorial: 1 credit)		
Unit	Topics to be covered	No. of hours
1	Introduction and concept: Introduction to market strategy and consumer behaviour, Market Analysis, consumer decision process.	10
2	Culture and consumer behaviour: Meaning of culture, Characteristics of culture,function of culture. types of culture, Cross-cultural consumer analysis- cross cultural marketing objectives, Basic areas for cross-cultural marketing, problems in cross cultural marketing.	10
3	Motivation and consumer behaviour: - Introduction, motives and motivation,positive or negative motivation, Consumer motives- personal,social motives,Involvement-types of involvement, measuring involvement, values, values and attitudes,means and end chain model.	15

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4	Perception and consumer behaviour- Introduction, of groups, advantages and disadvantage of groups, reference group, types of reference group, social class and consumer behaviour- Introduction social class categorization, social class life style and buying behaviour, social class and market segmentation, social factors, social class and consumer behaviour.	15
	Tutorial	10
	TOTAL	60

Reading List:

1. Hawkins, Best and Coney, Consumer Behaviour, Tata McGraw Hill, New Delhi
2. John A Howard, Consumer Behaviour in Marketing Strategy, Prentice Hall New Delhi
3. Schiffman L G and Kanuk L L Consumer Behaviour, Prentice Hall New Delhi
4. Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi
5. Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi

COURSE CODE: BBA MJC-15

Macroeconomics

Core Course: A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.

Course Outcome:

After completion of the course, the students will be able to:

CO1: Comprehend the skills needed for an understanding of complex market issues and develop strong analytical and problem-solving skills.

CO2: Learning the business acumen essential to succeed in the professional world.

CO3: Develop an understanding of economic variables and policy measures for business.

CO4: Anticipating the level of fiscal activity and comprehending the distribution of income among different groups of people in the economy.

BBA MJC-15 : Macroeconomics		
PWC (Theory :5 credits + Tutorial: 1 credit)		
Unit	Topics to be covered	No. of hours
1	Measurement of macroeconomic variables: National Income Accounts, Gross Domestic Product, National Income, Personal and Personal disposable income; Classical theory of income and employment.	10
2.	Keynesian theory of Income and employment: simple Keynesian model, components of aggregate demand, equilibrium income, effect of fiscal and monetary policy,	10

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	ISLMmodel: properties of ISLM curves.	
3.	Money: functions of money, quantity theory of money, determination of money supply and demand, Inflation: meaning, demand and supply side factors, consequences of inflation, anti-inflationary policies.	15
4	Open Economy: brief introduction to BoP account, market for foreign exchange and exchange rate, monetary and fiscal policy in open economy.	15
	Tutorial	10
	TOTAL	60

Reading List :

1. Chopra.P.N (2017). *Macro Economics*.
2. Ahuja.A.L(2016). *Macroeconomics*, S Chand & Company.
3. Jhingan, M.L(2016). *Macro-Economic Theory*, Vrinda Publications.
4. Sachdeva, C B(2017). *Introductory Micro and Macro Economics*, Arya Publications.
5. Dwivedi, D.N(2017). *Macroeconomics :Theory and Policy*, McGraw Hill Education.

COURSE CODE: BBA MIC-9

Indian Financial System

After completion of the course, the students will be able to:

- CO1: Understand the functions of RBI and Indian financial system.
CO2: Comprehend the role and importance of Financial Markets.
CO3: Understand the role and functions of SEBI.
CO3: Figure out the evolution of Merchant Banking.
CO4: Understand the Factors affecting Financial Markets.

BBA MIC-9 : Indian Financial System		
PWC (Theory :3 credits + Tutorial: 1 credit)		
Unit	Topics to be covered	No. of hours
1	Financial system in India: RBI and financial system, money market, characteristics, instruments. Introduction to Primary market, types of primary market.	5
2	Introduction to Financial Markets in India: Role and Importance of Financial Markets, Financial Markets: Money Market; Capital Market; Factors affecting Financial Markets	5
3	Regulations of the capital market in India; Securities and contracts Regulation Act; SEBI	10
4	Evolution of Merchant Banking, scope, functions and its role in Indian context. SEBI Guidelines for Merchant Bankers.	10
	Tutorial	10
	TOTAL	40

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Reading List:

1. Saunders, Anthony & Cornett, Marcia Millon (2007). *Financial Markets and Institutions*, 3rd Edition, Tata McGraw Hill.
2. Khan, M Y. (2010). *Financial Services*, 5th Edition, McGraw Hill Higher Education.
3. Shahani Rakesh (2011). *Financial Markets in India: A Research Initiative*, Anamica Publications.
4. Goel Sandeep. (2012). *Financial Services*, PHI.
5. Gurusamy, S. (2010). *Financial Services*, TMH.

SEMESTER – VIII

COURSE CODE: BBA MJC-16

Talent & Knowledge Management

Course Outcome:

After completion of the course, the students will be able to:

CO1: Develop an understanding of significance of managing skills and knowledge in organisations.

CO2: Understand the different models and strategies associated.

CO3: Comprehend the techniques to be adopted for knowledge management.

CO4: Gain awareness regarding the need of a motivated workforce who will stay with company in the long run.

BBA MJC-16 : Talent & Knowledge Management		
PWC (Theory :5 credits + Tutorial: 1 credit)		
Unit	Topics to be covered	No. of hours
1	Meaning and importance of talent management, Talent management Grid, Competency model, Competency mapping, Role of leaders in talent management, Talent management and competitive advantage.	10
2	Elements of knowledge management, Advantages of knowledge management, Knowledge management in learning organisations. Types of Knowledge: Tacit and Explicit.	10
3	Knowledge management process, Approaches to knowledge management: Knowledge management solutions, Knowledge creation, Knowledge sharing, Nonaka's model of knowledge. Knowledge capturing techniques: Brainstorming, Consensus decision	15

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	making, Concept mapping.	
4	Knowledge management strategies: Aligning individual needs with organisation, Knowledge audit, Benchmarking, Balance score card, Gap analysis.	15
	Tutorial	10
	TOTAL	60

Reading List :

1. Warier Sudhir (2003). *Knowledge Management*, Vikas publishing house.
2. Raman, T. (2003). *Knowledge Management –A Resource Book*, Excel Books.
3. Aziz Asima, *Talent & Knowledge Management*, Thakur Publishers.
4. Berger, Lance A. and Berger Dorothy (2017). *Talent Management Handbook*, McGraw Hill New York.
5. Peter Cappeli (2008). *Talent on Demand –Managing Talent in an Age of Uncertainty*, Harvard Business Press.
6. Awad.E.M and Ghaziri.H.M. (2004). *Knowledge Management*, Pearson Education International.
7. Stuart Barnes (2002). *Knowledge Management System Theory and Practice*, Thomson Learning.
8. Donald Hislop (2005). *Knowledge Management in Organisations*, Oxford University Press.

COURSE CODE: BBA MIC -10 **Financial Institutions & Markets**

Course Outcome:

After completion of the course, the students will be able to:

CO1: Understand the large and complex national and International financial market and their regulatory policies of the economy.

CO2: Understand the availability of loan and guarantees in foreign currency in forex transaction.

CO3: Recognize the different type of securities, their issues and Intermediaries in between investor and company as required by law or statue.

CO4: Comprehend how investors and debtors receive fair and proper treatment and access to capital.

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30/1/24
30/01/24

Shreya Shobhit

BBA MIC 10 : Financial Institutions & Markets PWC (Theory :3 credits + Tutorial: 1 credit)		
Unit	Topics to be covered	No. of hours
1	Introduction to Financial Markets in India: Role and Importance of Financial Markets, Financial Markets: Money Market; Capital Market; Factors affecting Financial Markets	5
2	Structure of Indian Financial System: An overview of the Indian Financial system, financial sector reforms: major reforms in the last decade	5
3	Salient provisions of banking Regulation Act and RBI Act; Role of RBI as a central banker, core banking solution(CBS); RTGS and internet banking.	10
4	Secondary Market in India:Introduction to Stock Market, Regional and Modern Stock Exchanges,International stock Exchanges, Comparison between NSE and BSE,Classification of Securities to be included in the Index, Bulls and Bears in stock Markets.	10
	Tutorial	10
	TOTAL	40

Reading List:

1. Peter Cappeli (2008). *Talent on Demand –Managing Talent in an Age of Uncertainty*, Harvard Business Press.
2. Awad.E.M and Ghaziri.H.M. (2004). *Knowledge Management*, Pearson Education International.
3. Stuart Barnes (2002). *Knowledge Management System Theory and Practice*, Thomson Learning.
4. Donald Hislop (2005). *Knowledge Management in Organisations*, Oxford University Press.

COURSE CODE:BBA RP-1 :

Research Project/Dissertation

Course Outcome:

After completion of the course, the students will be able to

CO1: Acquire special knowledge related to the functioning to an organisation by practical training.

CO2:Explore real business situations and write a project based on their practical experiences in the organization.

CO3:Gain insight into training with real experience.

CO4: Avail opportunities for business networking.

BBA RP-1 : Research Project/ Dissertation(12 Credits)
PWC

Kumari Priya
30/11/2024

30/11/24
30-01-2024

30/11/24
30-01-24

30/01/24

Shreya Shobhit
30/11/24

Unit	Topics to be covered	No. of hours
1	<p>Optional Dissertation or project work in place of one Discipline Specific Elective paper (6 credits) in Semester 8</p> <p>Dissertation/Project: An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his own with an advisory support by a teacher/faculty member is called dissertation/project.</p> <p>Project work/Dissertation is considered as a special course involving application of knowledge involving / analyzing /exploring a real life situation / difficult problem. A Research Project/Dissertation work would be of 12 credits. A Research Project/Dissertation work may be given in lieu of a discipline specific elective paper</p>	
	TOTAL	120

Reading List

1. Kothari, C.R. (2012). *Research Methodology*, New Age International.
2. Sarangi Prashant (2010). *Research Methodology*, Taxman.
3. Arora Richa (2013). *Marketing Research*, PHI Learning, Pvt. Ltd.
4. Malhotra Dash (2015). *Marketing Research*, Pearson.
5. Kothari, C.R. and Garg Gaurav, *Research Methodology: Methods & Techniques*, 3rd Edition, New Age International Publishers.
6. Kumar Ranjit (2005). *Research Methodology*, Pearson Education Australia.
7. Chawla Deepak & Sondhi Neena (2016). *Research Methodology*, Vikas Publishing House.

Kumari Priya
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30/1/24
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