



AMITY UNIVERSITY
R A J A S T H A N

Bachelor of Business Administration

Programme Code: BBA

12064

Duration – 3 Years Full Time

Programme Structure

Curriculum & Evaluation &

Choice Based Credit System (CBCS)

2021 -2024

*Certified that the program structure and syllabus provided in this document are approved
by Academic Council of Amity University Rajasthan, Jaipur for B.B.A Batch 2021-24*



PREAMBLE

Amity University aims to achieve academic excellence by providing multi-faceted education to students and encourage them to reach the pinnacle of success. The University has designed a system that would provide rigorous academic programme with necessary skills to enable them to excel in their careers.

This booklet contains the Programme Structure, the Detailed Curriculum and the Scheme of Examination. The Programme Structure includes the courses (Core courses (CC), Value Added Courses (VA), Domain Elective (DE) Open Elective (OE)), arranged semester wise. The importance of each course is defined in terms of credits attached to it. The credit units attached to each course has been further defined in terms of contact hours i.e. Lecture Hours (L), Tutorial Hours (T), Practical Hours (P). Towards earning credits in terms of contact hours, 1 Lecture and 1 Tutorial per week are rated as 1 credit each and 2 Practical hours per week are rated as 1 credit. Thus, for example, an L-T-P structure of 3-0-0 will have 3 credits, 3-1-0 will have 4 credits, and 3-1-2 will have 5 credits.

The Curriculum and Scheme of Examination of each course includes the course objectives, course contents, scheme of examination and the list of text and references. The scheme of examination explains the Weightage given to Continuous Assessment (CA), Attendance (A), Class Test (CT) and End Semester Examination (EE). The details of continuous assessment for each subject are given in their respective course profile only. The different codes used for the components of continuous assessment are as follows:

| <u>Components</u> | <u>Codes</u> |
|---|--------------|
| Case Discussion/ Presentation/ Analysis | C |
| Home Assignment | H |
| Project | P |
| Seminar | S |
| Viva | V |
| Quiz | Q |
| Class Test | CT |
| Attendance | A |
| End Semester Examination | EE |

Total credit requirements are 150 credits within six semesters in 3 years for the award of BBA Degree from AUR. The details of each semester are as follows:

| Years | Semester | No. of Total credit per semester | Cumulative Credits |
|-------|----------|----------------------------------|--------------------|
| 1 | I | 24 | 22 |
| | II | 25 | 47 |
| 2 | III | 32 | 79 |
| | IV | 25 | 104 |
| 3 | V | 25 | 129 |
| | VI | 21 | 150 |



| Credit Summary Sheet for BBA Program | | | | | | | |
|--------------------------------------|------------|-----------|-----------|-----------|----------|-----------|------------|
| Semester | CC | DE | VA | OE | NTCC | Aanandam | Total |
| 1 | 18 | 0 | 4 | 0 | 0 | 2 | 24 |
| 2 | 18 | 0 | 4 | 3 | 0 | 2 | 27 |
| 3 | 22 | 3 | 4 | 3 | 0 | 2 | 34 |
| 4 | 15 | 3 | 4 | 3 | 0 | 2 | 27 |
| 5 | 12 | 6 | 4 | 3 | 0 | 2 | 27 |
| 6 | 15 | 6 | 0 | 0 | 0 | 0 | 21 |
| Total | 100 | 18 | 20 | 12 | 0 | 10 | 160 |

It is hoped that it will help the students study in a planned and a

structured manner and promote effective learning. Wishing you an intellectually stimulating stay at Amity University!

Vision of AUR

To be a leading global university & provide value based contemporary education with thrust on innovation, research and productivity with a blend of modernity & tradition.

Mission of AUR

To prepare future global leaders by providing an environment of excellence in academic research, technology driven learning, cross-cultural exposure, holistic development and also enabling them with a commitment to social & environmental responsibility.

About the Program

Amity Business School offers Bachelor of Business Administration (BBA) interdisciplinary three years graduate degree programme. aligned with Amity University's vision to provide contemporary education by offering job oriented courses along with imparting necessary knowledge in emerging areas of Management. This program is instrumental in providing a head start for budding managers to develop management skills, business insights, critical thinking and decision-making skills. This program aims at equipping students with the right blend of knowledge, skills and attitude that will nurture them into seasoned professionals. We adopt innovative pedagogy in Learning and teaching. Regular inputs from Industry experts makes this course even more updated and competitive.

Programme Learning Outcomes (PLOs) for Bachelor of Business Administration (BBA)

Programme Learning Outcomes (PLOs)

The Bachelor of Business Administration Program has a strong practical focus. It provides work integrated learning opportunities and equips the student with the skills needed to enhance employability and/or entrepreneurial acumen. The Program is designed to encourage students to learn through corporate exposure, help students to integrate cross-



domain knowledge, acquire and enhance skills and innovatively handle real world problems. The program will encourage students to take responsibility for self-learning directed towards holistic development, community engagement, and to morph into a globally competent citizen.

| Learning Outcomes | On completion of this program, the student should be able to |
|--|---|
| Demonstrate proficiency in management concepts | <ol style="list-style-type: none"> 1. Demonstrate understanding of various underlying concepts and theories 2. Analyze real world management issues for problem solving through cross-functional solutions. |
| Reflect professional attitude | <ol style="list-style-type: none"> 1. Understand and exhibit the nuances of being a professional 2. Communicate in a clear, concise and professional manner through various communication media using appropriate tools effectively. 3. Demonstrate work ethic, integrity, self-motivation and discipline 4. Exhibit Team work, leadership, and intrapreneurial abilities |
| Develop cognitive skills and encourage critical thinking | <ol style="list-style-type: none"> 1. Acquire familiarity with analytical and reflective thinking techniques to identify and analyse problems, develop viable solutions, and be able to make effective decisions. 2. Exhibit understanding of various tools and techniques to be able to locate, organize & process relevant data for deeper insights 3. Acquire appropriate levels of quantitative and numerical skills |
| Develop new understanding | <ol style="list-style-type: none"> 1. Be sensitized and equipped to continually upgrade learning through academic research and professional collaboration. 2. Identify, study and analyse relevant global factors that influence business decision-making |
| Exhibit ethically responsible decision-making behavior | <ol style="list-style-type: none"> 1. Understand and be sensitive to ethical, social and environmental concerns of business and its impact 2. Identify various stakeholders affected by ethical & social issues and consequences thereof and identify plausible solutions |
| Fostering Entrepreneurial Attitude | <ol style="list-style-type: none"> 1. Identify entrepreneurial tendencies necessary to implement innovative business ideas. 2. Generate ideas for new business plans |
| Professional development | <ol style="list-style-type: none"> 1. Develop an ability of active and empathetic listening. 2. Enhance existing and acquire new competencies for holistic personal development 3. Acquire local, national & global business knowledge. 4. Demonstrate social and emotional maturity. |



AMITY UNIVERSITY

RAJASTHAN

AMITY BUSINESS SCHOOL (ABS)

Bachelor of Business Administration

Semester I

| Code | Course | Category | L | T | P/F W | Credit Units |
|--------------------------------------|---|----------|---|---|----------|-----------------|
| BBA101 | Management Foundations | CC | 2 | 1 | - | 3 |
| BBA102 | Business Environment | CC | 2 | 1 | - | 3 |
| BBA103 | Micro Economics for Business | CC | 2 | 1 | - | 3 |
| BBA104 | Computers in Management | CC | 2 | - | 2 | 3 |
| BBA105 | Financial Accounting | CC | 2 | 1 | - | 3 |
| BBA108 | Readings in management | CC | 2 | - | 4 | 3 |
| AND001 | Anandam-I | NTCC | 0 | 0 | 0 | 2 |
| BCS101 | English | VA | 1 | - | - | 1 |
| BSS103 | Behavioral Science – I (understanding Self for Effectiveness) | VA | 1 | - | - | 1 |
| FLN101 FLG101 FLS101 FLC101 | Foreign Language – I French German Spanish Chinese | VA | 2 | 0 | 0 | 2 |
| Total Credits | | | | | | 24 |



AMITY UNIVERSITY

RAJASTHAN

AMITY BUSINESS SCHOOL (ABS)

Bachelor of Business Administration

| Semester II | | | | | | |
|--------------------------------------|---|----------|---|---|----------|-----------------|
| Code | Course | Category | L | T | P/F W | Credit Units |
| BBA201 | Macro Economics for Business | CC | 2 | 1 | - | 3 |
| BBA203 | Organizational Behaviour | CC | 2 | 1 | - | 3 |
| BBA204 | Analysis & Design of Business Systems | CC | 2 | - | 2 | 3 |
| BBA205 | Business Statistics | CC | 2 | 1 | - | 3 |
| BBA265 | Data Analytics | CC | 1 | - | 4 | 3 |
| BBA280 | Management Accounting | CC | 2 | 1 | - | 3 |
| AND002 | Anandam-II | NTCC | 0 | 0 | 0 | 2 |
| BCS201 | English | VA | 1 | 0 | 0 | 1 |
| BSS203 | Behavioral Science – II | VA | 1 | 0 | 0 | 1 |
| FLN201 FLG201 FLS201 FLC201 | Foreign Language – II French German Spanish Chinese | VA | 2 | 0 | 0 | 2 |
| | Open Elective/ Minor Track -I | OE | 3 | 0 | 0 | 3 |
| Total Credits | | | | | | 27 |



AMITY BUSINESS SCHOOL (ABS)

Bachelor of Business Administration

| Semester III | | | | | | |
|---|--|----------|---|---|----------|-----------------|
| Code | Course | Category | L | T | P/F W | Credit Units |
| BBA301 | Operations Research | CC | 2 | 1 | - | 3 |
| BBA302 | Financial Management – I | CC | 2 | 1 | - | 3 |
| BBA304 | Marketing Management – I | CC | 2 | 1 | - | 3 |
| BBA371 | Public Relations & Corporate Image | CC | 2 | 1 | - | 3 |
| BBA380 | Public Finance | CC | 2 | 1 | - | 3 |
| BBA 382 | Corporate Social Responsibilities | CC | - | 2 | 4 | 3 |
| EVS001 | Environment Studies | CC | 4 | - | - | 4 |
| AND003 | Anandam-III | NTCC | 0 | 0 | 0 | 2 |
| BCS301 | Business Communication – I | VA | 1 | 0 | 0 | 1 |
| BSS303 | Behavioral Science – III | VA | 1 | 0 | 0 | 1 |
| FLN301 FLG301 FLS301 FLC301 | Foreign Language – III French German Spanish Chinese | VA | 2 | 0 | 0 | 2 |
| | Open Elective/ Minor Track-II | OE | 3 | 0 | 0 | 3 |
| Electives: Student has to select 1 courses from the list of Domain Electives | | | | | | |
| BBA303 | Management Information Systems | DE | 2 | - | 2 | 3 |
| BBA306 | Business Laws | DE | 2 | 1 | - | 3 |
| BBA 383 | Fintech and New Initiatives | DE | 2 | 1 | - | 3 |
| Total Credits | | | | | | 34 |



AMITY BUSINESS SCHOOL (ABS)

Bachelor of Business Administration

| Semester IV | | | | | | |
|---|---|----------|---|---|----------|-----------------|
| Code | Course | Category | L | T | P/F W | Credit Units |
| BBA401 | Financial Management – II | CC | 2 | 1 | - | 3 |
| BBA402 | Marketing Management – II | CC | 2 | 1 | - | 3 |
| BBA403 | Research Methodology & Report Preparation | CC | 2 | 1 | - | 3 |
| BBA406 | Human Resource Management | CC | 2 | 1 | - | 3 |
| BBA 493 | Business Modelling in Excel | CC | 0 | 1 | 4 | 3 |
| AND004 | Anandam-IV | NTCC | 0 | 0 | 0 | 2 |
| BCS401 | Business Communication – II | VA | 1 | 0 | 0 | 1 |
| BSS403 | Behavioral Science – IV | VA | 1 | 0 | 0 | 1 |
| FLN401 FLG401 FLS401 FLC401 | Foreign Language – IV French German Spanish Chinese | VA | 2 | 0 | 0 | 2 |
| | Open Elective/ Minor Track -III | OE | 3 | 0 | 0 | 3 |
| Electives: Student has to select 1 courses from the list of Domain Electives | | | | | | |
| BBA405 | E-Commerce | DE | 2 | - | 2 | 3 |
| BBA 494 | Rural Marketing | DE | 1 | - | 4 | 3 |
| Total Credits | | | | | | 27 |



AMITY BUSINESS SCHOOL (ABS)

Bachelor of Business Administration

| Semester V | | | | | | |
|---|--|----------|---|---|----------|-----------------|
| Code | Course | Category | L | T | P/F W | Credit Units |
| BBA501 | Operations Management | CC | 3 | 0 | 0 | 3 |
| BBA596 | Entrepreneurship Development | CC | 3 | 0 | 0 | 3 |
| BBA550 | Summer Training (Evaluation) | NTCC | 0 | 0 | 12 | 6 |
| AND005 | Anandam-V | NTCC | 0 | 0 | 0 | 2 |
| BCS501 | Business Communication – III | VA | 1 | 0 | 0 | 1 |
| BSS503 | Behavioral Science – V | VA | 1 | 0 | 0 | 1 |
| FLN501 FLG501 FLS501 FLC501 | Foreign Language – V French German Spanish Chinese | VA | 2 | 0 | 0 | 2 |
| | Open Elective/ Minor Track -IV | OE | 3 | 0 | 0 | 3 |
| Electives: Student has to select 2 courses from the list of Domain Electives | | | | | | |
| BBA502 | Personal Financial Planning | DE | 3 | 0 | 0 | 3 |
| BBA503 | Sales & Distribution Management | DE | 3 | 0 | 0 | 3 |
| BBA504 | Consumer Behaviour | DE | 3 | 0 | 0 | 3 |
| BBA505 | Service Marketing | DE | 3 | 0 | 0 | 3 |
| BBA506 | International Marketing | DE | 3 | 0 | 0 | 3 |
| BBA507 | Financial Services | DE | 3 | 0 | 0 | 3 |
| BBA508 | Principles of Investment Management | DE | 3 | 0 | 0 | 3 |
| BBA509 | Banking & Financial Institutions | DE | 3 | 0 | 0 | 3 |
| BBA510 | Organizational Development & Change | DE | 3 | 0 | 0 | 3 |
| BBA511 | Training & Development | DE | 3 | 0 | 0 | 3 |
| BBA512 | International Human Resource Management | DE | 3 | 0 | 0 | 3 |
| BBA 513 | Basics and Strategies of Digital Marketing | DE | 3 | 0 | 0 | 3 |
| BBA592 | Analytical Skill Building | DE | 0 | 2 | 2 | 3 |
| BBA594 | Management of Domestic and Foreign Exchange Market-I | DE | 2 | 1 | 0 | 3 |
| BBA595 | Business Data Processing | DE | 2 | 0 | 2 | 3 |
| Total Credits | | | | | | 27 |



AMITY BUSINESS SCHOOL (ABS)

Bachelor of Business Administration

| Semester VI | | | | | | |
|---|---|----------|---|---|------|--------------|
| Code | Course | Category | L | T | P/FW | Credit Units |
| BBA601 | Business Policy & Strategic Management | CC | 3 | 0 | 0 | 3 |
| BBA604 | International Business Management | CC | 3 | 0 | 0 | 3 |
| BBA655 | Dissertation | NTCC | 0 | 0 | 12 | 9 |
| Electives: Student has to select 2 courses from the list of Domain Electives | | | | | | |
| BBA605 | Brand Management | DE | 3 | 0 | 0 | 3 |
| BBA606 | Advertising & Sales Promotion | DE | 3 | 0 | 0 | 3 |
| BBA607 | Retail Management | DE | 3 | 0 | 0 | 3 |
| BBA608 | Corporate Tax Planning | DE | 3 | 0 | 0 | 3 |
| BBA609 | Financial Derivatives | DE | 3 | 0 | 0 | 3 |
| BBA610 | Advanced Corporate Finance | DE | 3 | 0 | 0 | 3 |
| BBA612 | Industrial Relations & Labour Law | DE | 3 | 0 | 0 | 3 |
| BBA613 | Performance Management System | DE | 3 | 0 | 0 | 3 |
| BBA614 | Compensation & Reward Management | DE | 3 | 0 | 0 | 3 |
| BBA615 | Management of Domestic and Foreign Exchange Market-II | DE | 2 | 1 | 0 | 3 |
| BBA616 | Social Media Marketing | DE | 2 | 1 | 0 | 3 |
| Total Credits | | | | | | 21 |

MANAGEMENT FOUNDATIONS

Course Code: BBA101

L:2, T:1, P/FW:0 C:03

Course Objective:

The aim of the course is to orient the students in theories and practices of Management so as to apply the acquired knowledge in actual business practices. This is a gateway to the real world of management and decision-making.

Course Contents:

Module I: Introduction

Concept, Nature, Scope and Functions of Management, Levels of Management, Evolution and Foundations of Management Theories - Classical and Neo - Classical Theories, Systems Approach to organization, Modern Organization Theory.

Module II: Management Planning Process

Planning objectives and characteristics, Planning process & Decision Making, the concept of MBO & MBE. and techniques of forecasting.

Module III: Organization

Meaning, Importance and Principles, Departmentalization, Span of Control, Types of Organization, Authority, Delegation of Authority, Responsibility & Accountability, Centralization Vs. Decentralization of authority & responsibility.

Module IV: Staffing

Meaning, Job analysis, Manpower planning, Recruitment & selection, Induction and Placement, Transfers and Promotions, Job Rotation, Compensation, Concept of Training & Management Development.

Module V: Directing

Co-ordination, Communication, Directing and Management Control, Motivation and Leadership

Module VI: Management Control

Meaning, Nature, Features, Objectives and Process of Management Control, Techniques and Behavioural Aspects of Management control. and Concept of change management

Evaluation:

Examination Scheme:

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

- Luthans, F. (2011). Organizational Behaviour – An Evidence Based Approach, 12th Ed. McGraw – Hill Irwin
- Robbins, S. P., & Judge, T. A. (2013). Organizational Behaviour, 15th Ed. Pearson
- Koontz, H., O'Donnel, C., & Weihrich, H. (1992). Management, 5th Edition, Tata Mc Graw Hill
- Newstrom, J. W. & Davis, K. (1993). Organizational Behaviour: Human Behaviour at Work, Tata McGraw Hill

BUSINESS ENVIRONMENT

Course Code: BBA102

L:2, T:1, P/FW:0 C:03

Course Objective:

The aim of the course is to orient the students towards the basic concepts of Indian and global business environment.

Course Contents:

Module I: Overview of Business Environment

Meaning and types of business environment, Internal and external environment, Micro and macro environment, Factors (Cultural, social, Political economic legal, demographic and technological) effecting business environment.

Module II: Indian Industrial and Financial environment

Industrial policy up to 1991, New industrial policy, Liberalisation, Privatisation and Globalization process in India, Disinvestment, Industrial sickness, MRTP act 1969, Competition law 2002, Foreign Exchange Regulation Act and Foreign Exchange Management Act (FERA and FEMA).

Indian money and capital markets: meaning, functions and constituents, Stock exchange- importance and functions, SEBI, Capital market reforms and development, Industrial financial institutions (IDBI, SIDBI, ICICI, IFCI etc.).

Module III: Labour Environment and Economic Planning

Labour legislation in India, Social security benefits, Industrial disputes- causes and preventive measures, Settlement of disputes, International Labour Organisation (ILO), Trade union- meaning and functions, Trade Union Act.

Planning in India- needs and objectives, five year plans, planning commission, 11th five year plan, Green and white revolution- achievements and failures, Second green revolution, foreign trade policy 2009, Export processing zones, Export oriented units, Special economic zones (EPZ's, EOU's, SEZ's) and trading houses in India.

Module IV: Global Environment

Bretton woods system, features of Uruguay round of negotiations, GATT/ WTO- role, functions and ministerial conferences, IMF, World Bank (International Bank for Reconstruction and Development), Regional economic cooperation institutions, SAARC, EU, NAFTA and ASEAN.

Evaluation:

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

- Francis, C. (2014). Business Environment - Text and Cases, Himalaya Publishing House
- Francis, C. (2003). International Business Environment, 1st Ed., Himalaya Publishing House Mumbai.
- Shaikh, S. (2010). Business Environment, Dorling Kindersley (India)
- Mishra S. K., & Puri V. K. (2014). Indian Economy, Himalaya Publishing House
- Datt, G., & Mahajan, A. (2014). Indian Economy, S. Chand & Co. Ltd
- Kapila, U. (2014). Indian Economy – Performance and Policies, 14th Ed, Academic Foundation.

MICRO ECONOMICS FOR BUSINESS

Course Code: BBA103

L:2, T:1, P/FW:0 C:03

Course Objective:

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

Course Contents:

Module I: Demand Analysis and Consumer Behaviour

Nature and scope of economics, Demand Analysis: law of demand, type of demand, Determinants of demand, Movement and shift in demand. Elasticity of demand: concept, type (price elasticity, Income elasticity & cross elasticity), Measurement of elasticity of demand, determining factors. Application of the concept of elasticity of demand in business decision making, Measurements of price elasticity of demand, Consumer Behaviour: Diminishing Marginal utility theory and equi-marginal utility theory, Indifference curve theory for consumer equilibrium. Consumer's surplus

Module II: Theory of Production & Cost

Production function: Law of variable proportions and law of return to scale, Concept of Isoquants, Cost Concepts: Types. Short run and long run cost curve. Supply: law of supply, determinants of supply, elasticity of supply.

Module III: Pricing in Different Market Structure

Perfect competition: Characteristics, Price and Output decisions in short run and long run; Monopoly Market: Features. Price and Output decisions in short run and long run, Price discrimination, Market efficiency analysis in perfect competition and monopoly; Monopolistic competition: Features, Price and Output decisions in short run and long run; Features of oligopoly, kinds of oligopoly, price rigidity under oligopoly

Evaluation:

Examination Scheme:

| | | | | |
|---------------|----|---|----|----|
| Components | CA | A | CT | EE |
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

- Pindyck, Robert and Daniel Rubinfeld (2001), "Microeconomics", 7th edition, Prentice Hall.
- Ahuja, H.L. (2006) "Modern Microeconomics: Theory and Application", 14th edition, S. Chand Publication.
- Koutsoyiannis, A. (2005), "Modern Microeconomics", 2nd edition, Macmillan Press LTD
- Parkin, M. (2008), "Microeconomics", 8th edition, Pearson International.
- Baumol, William J. (2010), "Economic Theory and Operations Analysis", 4th edition, Prentice Hall UK & PHI Learning Private Ltd. New Delhi.
- Varian, H.R. (2009), "Intermediate Microeconomics: A Modern Approach", 9th edition, Affiliated East-West Press, New Delhi.

COMPUTERS IN MANAGEMENT

Course Code: BBA104

L:2, T:0, P/FW:2 C:03

Course Objective:

The objective of this subject is to provide conceptual knowledge of the information technology to the future Managers. This subject highlights the topics like Database Management, Networking, Internet, E-commerce etc., which can help managers to take routine decisions very efficiently.

Course Contents:

Module I: World of Computers

Introduction to world of Computers, Computers in Home (Reference, Education & Communications, Entertainment and Digital Media Delivery, Smart Appliances, Home Computers), Computers in Education, Computers in workplace (productivity and decision making, customer services, communications), Computers on the move (Portable and Hand held computers, Self-Service kiosks, GPS Applications), Support Systems - Hardware and Software, Computer Peripherals, Memory Management.

Module II: Computer Networks

Introduction to Computer Networks, Networking components, Classification and types of Networks, Network Topologies – Overview with Advantages and Disadvantages, Communication Channels, Client Sever Architecture, LAN concepts.

Module III: Internet Technology & World Wide Web

Introduction to internet intranet and Extranet, Myths about the Internet, Basic concepts of internet, Domain Name Service, Internet Protocols and Addressing, Services of internet, Internet and support Technologies, Censorship and Privacy issues.

Module IV: E-commerce and Enterprise Resource Planning

Introduction, E-Commerce Vs E-Business, Advantages & Disadvantages, E-Commerce Business Models, E-Commerce Technologies, Hosting E-Commerce Site – Planning and constructing web services, E-Commerce Applications, E-Core Values – Ethical, Legal, Taxation and International issues, E-Commerce Security Issues, Internet based Payment System, Introduction, Scope and Benefit, ERP and related technologies (BPR, MIS, DSS, EIS, SCM, OLAP, etc), ERP implementation methodology – implementation life cycle, ERP and its success factors, Pitfalls and management concerns, ERP Market – renowned vendors and the packages.

Module V: Database Management System

Introduction, Need for DBMS, Components of DBMS, Benefits of DBMS over Tradition File System, classification and types of Database Models, Database Approach – Its benefits and Disadvantages.

Evaluation:

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

- Hunt and Shelly. (1994). Computers and Commonsense, 5th edition, Prentice Hall of India.
- Morley, D. (2007). Understanding Computers: Today & Tomorrow. Course Technology, 13th Edition,
- Nagpal. (1999). Computer Fundamentals, 5th Edition,. New Delhi.: Wheeler Publishing, .
- Rajaraman, V. (1998). An Introduction to Computers,5th edition, Prentice Hall of India.

FINANCIAL ACCOUNTING

Course Code: BBA105

L:2, T:1, P/FW:0 C:03

Course Objective:

To understand the basics of accounting and concepts of double entry system. The students will be given a detailed grounding on recording of transactions and preparation of final accounting statements for business organizations

Course Contents:

Module I: Introduction to Accounting

Understanding the meaning, nature, functions and usefulness of accounting, branches of accounting, accounting equation, accounting concepts and Generally Accepted Accounting Principles. IFRS

Module II: Recording Of Transactions

Concept of double entry system, Preparation of journal, ledger and trial, subsidiary books including purchase book, sales book, purchase returns book and sales return books. Cash book, types of cash book and balancing of cashbook.

Module III: Financial Statements

Preparation of trading account, manufacturing account, profit and loss account and balance sheet along with adjustments and numerical on the same and non-profit making organizations an overview.AS-1,AS-21(**no numerical**);

Module IV: Reconciliation of Bank Accounts & accounting for Depreciation

Reasons for difference in the balance as per pass book and as per cashbook, Procedure for preparation of bank reconciliation statement including favorable balance and overdraft, Meaning and objectives of providing depreciation, Causes of depreciation, Numerical on Straight Line Method Diminishing Balance Method

Evaluation:

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

- Tulsian , P. C. & Tulsian, B. (2014) Financial Accounting. 5th Ed, Sultan Chand and Sons.
- Maheshwari, S. N, Maheshwari S. K., & Maheshwari S. K. (2012) Financial Accounting, 5th Ed, Vikas Publishing
- Narayanaswamy, R. (2012). Financial Accounting – A Managerial Perspective, 5th Ed, Prentce Hall India.
- Ramachandran, N., & Kakani, R.K. (2006). Financial Accounting for Management, Tata McGraw Hill.

READINGS IN MANAGEMENT

Course Code: BBA108

L:2, T:1, P/FW:0 C:03

Course Objective:

The objective of this concentration elective is to inculcate reading habit along with value addition to the existing understanding of the subject. The book would be a kind of knowledge enhancer that would envision the student about some current thoughts related to the discipline. The book reading and its critical analysis would help broaden the intellectual horizon of the student. The selection of the book will be department specific so that it can be discipline specific.

Guidelines:

The student is expected to thoroughly go through the discipline related prescribed book/Material with the objective of critically reviewing each aspect and character of the book. The student is supposed to have a detailed insight into the following:

1. Content
2. Writing style
3. Information/learning
4. Content handling
5. Characters (if any)
6. Thematic Clarity

The report is to be submitted in about 3000 words on A4 size sheets, Font 12pt., Times New Roman, 1.5 spacing. Headings in Font Size 16

Evaluation:

| Components | CPA | T | Q/S/CA | A | ME | EE |
|----------------------|------------|----------|---------------|----------|-----------|-----------|
| Weightage (%) | 50 | - | 45 | 5 | - | - |

CPA: Report on the Book in 3000 words

Q/S/CA: Written Test on Understanding of Readings

AANANDAM-I

Course Code: AND001

L:0, T:0, P/FW:0 C:03

Aanandam is a credited subject that aims to instill **the joy of giving** and sharing in young people through community participation, helping them to be responsible citizens and be initiators of change for a healthy society. A daily act of goodness and charity will infuse the habit of community service in students. The faculty will emphasize shift in focus-Happiness is not in acquiring things, but permanent happiness comes from giving, sharing, and caring for someone.

The faculty will inspire students for Individual Social Responsibility (ISR) and will inculcate the qualities of compassion, an open mind, a willingness to do whatever is needed and positive attitude in students. Imagination and Creativity are to be appreciated. An aim and a vision are to be developed in students.

OUTCOME OF AANANDAM COURSE

The student should develop:

- Awareness and empathy regarding community issues
- Interaction with the community and impact on society
- Interaction with mentor and development of Student teacher relationship
- Interaction among students, enlarge social network
- Cooperative and Communication skills and leadership qualities
- Critical thinking, Confidence and Efficiency

AANANDAM: COMMUNITY SERVICE

- Community service programs are very effective for students' **personal** and **social**, ethical, and **academic** development. These effects depend on the characteristics of the programs chosen
- Involvement of students in community work has an impact on development of student **skills, creativity, critical thinking, and innovative powers. Passion and Positivity** are basic requirements for Community service
- They would **examine social challenges** /problems, **assess the needs** of the community, **evaluate** previous implemented projects, and **think of further solutions**
- They would learn to cooperate and collaborate with other agencies and inculcate leadership qualities.

ABOUT AANANDAM COURSE

Students are expected to engage in:

- An individual act of goodness – caring, sharing and giving (time and energy) everyday group activity – a project in service of the local community (Group Community Service Project)
- Aanandam Day- will be celebrated once a month in the last week as decided by Director/HoIs.
- **It is a credited subject. Marks/ Grades both will be entered in the marks sheet as per the university rules.**
- Two credits for a project in each semester
- 50 marks for each project to be completed in 4 Months.

DIRECTIONS FOR STUDENTS

- Do at least one individual act of goodness each day and Record this act in a dedicated diary/register

- Share this dedicated diary/register in a 30-minute **Anandam period** with the mentor and share your experience with the class
- Students in **Semester scheme** must take up one Group Community Service Project per semester
- Students in **Annual scheme** must take up two Group Community Service Projects per year
- Take one Group Community Service Project from **August to November**
- Take one Group Community Service Project from **January to April**
- The students must take photographs to document their work
- The students can obtain certificate from the NGO/ Government Agency they are working with for Group Community Service Project
- The students may submit newspaper cuttings
- The students must participate in the **Anandam Day** by displaying charts of their Group Community Service Project
- They can make power point presentations of their project which will help them get better grades

PROJECTS: SUGGESTIVE LIST

The students and mentor as per their interest would support activities of community service such as:

- literacy programs, in today's digital age many organizations/individuals might also need help with email and websites
- livelihood projects,
- time giving activities to adopted communities (awareness regarding Govt. programmes) sports like yoga, meditation, drills, and physical exercises in adopted areas
- activities on arts and culture such as restoration of traditional art and culture and monuments.
- understand their responsibility in taking care of environment and appreciating cultural diversity
- While some students would be interested in awareness about environment such as protecting and preserving natural resources and animal species (the flora and the fauna). Plantation and animal care centers
- A few would be concerned with healthcare like medical and dental missions, first-aid training, etc.
- Another group may be formed for attending to old people (who have money but need assistance for market and groceries) [Time Bank]
- Another group may be formed for civic activities, awareness programmes.
- Local social problems to be taken up and solutions devised
- Innovations and Startups to be encouraged
- help plant a community garden, help out at a children's camp

THE PROJECT REPORT

The project report should be guided by the mentor and shall contain:

- **Synopsis:** clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants** are to be given (name of mentor, name of participants, phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date
- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)
- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any

- Students should also submit their certificates from the government bodies and or nongovernment bodies they collaborate with, if any
- Photographs of **Display charts** or **ppt/video** prepared while presentation on the group community service in the **Aanandam Day** must be submitted along with the report
- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.
- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page
- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

PROCEDURE FOR EVALUATION

- **Project Assessment Committee** will assess the Group Community Service Project Report
- submitted by the students, in the duly filled given format, based on:
- Submission of the student dedicated daily diary as per student attendance norms students' performance and interaction with the community
- presentation of the project report
- impact on society and the course outcome results

Format for evaluation by Project Assessment Committee (Total max marks 50)

- Submission of register of everyday activity mandatory (if register is not submitted by the student, he/she will not be evaluated and considered for the award)
- Report contains presentation /video (**max.10 marks**)
- Photographs of Students' participation and involvement of community (**max.10 marks**)
- Problem solving and challenging issues addressed/ innovation (**max. 30 marks**)

EVALUATION: GRADES EQUIVALENCE

Project Assessment Committee constituted will assess the projects

For 4 months Group Community Service Project the grade equivalence is as follows:

Total: 64 Hrs

Grading Marks

C grade =32 hrs

B grade >32hrs to <=44hrs

A grade >44hrs to<=54hrs

O grade >54hrs to<=64hrs

ENGLISH

Course Code: BCS101

L:1, T:0, P/FW:0 C:01

Course Objective:

This course offers an overview of basic grammar elements and the fundamental knowledge of communication skills for students. It is intended to lay a foundation of the vocabulary and diction of students in order to work upon their verbose required for further discussions and presentations.

Course Contents:

| Topic | No. of Sessions |
|---|-----------------|
| Vocabulary development- Synonyms, Antonyms, One Word Substitution | 3 |
| Grammar: Fluency and Expression | 1 |
| Tenses | 2 |
| Voices | 2 |
| Tag Questions | 1 |
| Sentence Formation | 1 |
| Communication Essentials, Basics of Communication, Communication Circle | 2 |
| Total | 12 |

Examination Scheme:

| Components | Assessment1: Mid Term (Internal) | Assessment 2: Speaking Activity (Internal) | Assessment 3: Writing Assignment (Internal) | Assessment 4: Worksheet/Quiz (Internal) | A | EE |
|----------------------|--|---|--|---|-----------|-----------|
| Weightage (%) | 15 | 10 | 10 | 10 | 05 | 50 |

Text & References:

- Madhulika Jha, Echoes, Orient Long Man
- Ramon & Prakash, Business Communication, Oxford.
- Sydney Greenbaum Oxford English Grammar, Oxford.
- Successful Communications, Malra Treece (Allyn and Bacon)
- Effective Technical Communication, M. Ashraf Rizvi.

BEHAVIOURAL SCIENCE - I

(UNDERSTANDING SELF FOR EFFECTIVENESS)

Course Code: BSS103

L:1, T:0, P/FW:0 C:01

Course Objective:

This course aims at imparting an understanding of:

- **Self and the process of self exploration**
- **Learning strategies for development of a healthy self esteem**
- **Importance of attitudes and its effect on personality**
- **Building emotional competence**

Course Contents:

Module I: Self: Core Competency

Understanding of Self; Components of Self – Self identity ; Self concept; Self confidence ; Self image

Module II: Techniques of Self Awareness

Exploration through Johari Window; Mapping the key characteristics of self ; Framing a charter for self Stages – self awareness, self acceptance and self realization

Module III: Self Esteem & Effectiveness

Meaning & Importance; Components of self esteem ; High and low self esteem; Measuring your self esteem

Module IV: Building Positive Attitude

Meaning and Nature of Attitude; Components and Types of Attitudes; Relevance and Importance of Attitudes

Module V: Building Emotional Competence

Emotional Intelligence – Meaning, Components, Importance and Relevance; Positive and Negative Emotions; Healthy and Unhealthy expression of Emotions

Evaluation Criteria:

| S. N. | Evaluation Component | Weightage % | Tentative Schedule |
|--------------|--------------------------------|--------------------|---------------------------|
| 1 | Social Awareness Program (SAP) | 25 | End of semester |
| 2 | Journal of Success | 10 | Throughout Semester |
| 3 | Attendance | 05 | Throughout Semester |
| 4 | Workshop Assessment | 45 | After every session |
| 5 | Student Assignment | 15 | End of semester |
| Total | | 100 | |

Text & References:

Dressler, David and Cans, Donald: The Study of Human Interaction

Lindzey, G. and Borgatta, E: Sociometric Measurement in the Handbook of Social Psychology, Addison – Welsley, US.

J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 2, Group (1996); Pfeiffer & Company

FRENCH - I

Course Code: FLN101

Credit Units: 02

Course Objective:

After successful completion of the course, students will be able to express simple vocabulary in oral and writing French language.

Familiarize the students of French Language with:

1. addressing someone
2. to present oneself and someone else
3. formal and informal addressal to others
4. work place

Course Contents:

Unit 1: Pg: 9-24

A. Lexical:

- Transparent words
- Formulas of politeness: Hello, please, thank you etc.
- salutations, excuses
- Numbers from 0 to 99.
- Adjectives of nationalities
- alphabets
- professions
- activities of the enterprises
- Personal details like phone number, address etc.

B. Grammar:

- Definite and indefinite articles
- Masculine, feminine and plural of nouns
- Subject pronouns : I, You, He, She etc. (je, tu, il, elle, vous etc.)
- verbs: To be, to have, to speak, to live, to call oneself, to do, to know, to sell
- masculine and feminine of the nationalities
- It's me and it's you
- This is/ It is + Profession
- Who is this? What is this?
- Complement of noun with « of » example : the house of Ram
- Interrogative word which/what "Quel"

EXAMINATION SCHEME

Total: 100 marks

| Continuous Evaluation (Total 50 Marks) | | | | | End Sem Evaluation (Total 50 Marks) |
|--|---------------|--------------|-----------|------------|-------------------------------------|
| Quiz | Mid Term Test | Presentation | Viva Voce | Attendance | End-Term Exam |
| 10 | 15 | 10 | 10 | 5 | 50 |

Text & References:

Penfornis, J. (2007), Français.com (Débutant). Paris: CLE International

Français.com (Débutant), livre de professeur

<http://apprendre.tv5monde.com/>

Larousse Dictionnaire français-anglais anglais-français (French Dictionary),

W.R.Goyal

Supplementary Materials are given in form of photocopies

GERMAN - I

Course Code: FLG101

Credit Units: 02

Course Objective:

After successful completion of the course, students will be able to express simple vocabulary in oral and writing German language.

After successful completion of this semester, students will be able to:

- greeting formally and informally.
- self introduction
- countings from 1 To 100
- make simple sentences using present tense
- spelling names.
- describing objects with articles in the classroom

Course Contents:

Vocabulary:

- Personal information like age, name etc.
- Alphabets
- Greetings: Good morning, good afternoon, good evening,
- parting good bye Etc.
- describing objects with articles in the classroom

Grammar:

- Personal Pronouns
- Use of verbs >to be< and >to have< in simple present tense
- Use of regular verbs like to live, to go, to learn etc.
- Using definite and indefinite article in German in nominative case
- Interrogative pronouns > who, what, where, where from, where to<
- talk about gender, numbers and articles.
- Singular and plural
- Basic Phonetics: Consonants and Vowels

EXAMINATION SCHEME

Total: 100 marks

| Continuous Evaluation (Total 50 Marks) | | | | | End Sem Evaluation (Total 50 Marks) |
|--|---------------|--------------|-----------|------------|-------------------------------------|
| Quiz | Mid Term Test | Presentation | Viva Voce | Attendance | End-Term Exam |
| 10 | 15 | 10 | 10 | 5 | 50 |

Prescribed Text-Book: First 10 Lessons from Deutsch als Fremdsprache -1A, IBH & Oxford, New Delhi, 1977

References: Studio D A1 by Hermann Funk, Christina Kuhn and Silke Demme, Cornelsen, 2013

Tangram A1 by Rosa Maria Dallapiazza, Eduard von Jan & Till Schoenherr, Max Hueber, 2007

Sprachtraining A1 by Rita Maria Niemann, Dong Ha Kim, Cornelsen, 2013

Dictionaries for reference: Studio D: Glossar A1 - Deutsch – Englisch, Cornelsen, 2013

<http://www.duden.de/woerterbuch>

Materials are given in form of photocopies if felt to be necessary

SPANISH – I

Course Code: FLS101

Credit Units: 02

Course Objective:

After successful completion of the course, students will be able to express simple vocabulary in oral and writing. Students will be able to:

- Greet Formally and Informally
- Talk about gender, numbers and articles.
- Deal with basic Phonetics
- Introduce oneself and others
- Talk about Professions and nationalities
- Count from 1 To 20
- Get introduced to Hispanic Culture

Course Contents:

Vocabulary: Passport Form, personal information, age, Interrogative pronouns, Alphabets, to be able to spell names, surnames, Good morning, good afternoon, Good bye Etc. different professions, countries, nationalities, languages.

Grammar:

Subject pronouns

Use of verbs SER/ESTAR/TENER in simple present tense

Use of regular AR /ER/IR ending verbs.

Llamarse y dedicarse

Simple Negative sentences

Examination Scheme:

Total: 100 marks

| Continuous Evaluation (Total 50 Marks) | | | | | End Sem Evaluation (Total 50 Marks) |
|--|---------------|--------------|-----------|------------|-------------------------------------|
| Quiz | Mid Term Test | Presentation | Viva Voce | Attendance | End-Term Exam |
| 10 | 15 | 10 | 10 | 5 | 50 |

Text & References:

Nuevo Español Sin Fronteras (ESF1) by Jesús Sánchez Lobato, Concha Moreno García, Concha Moreno García, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005

Pasaporte Nivel (A1) by Matilde Cerralzo Aragón, Oscar Cerralzo Gilli, Begoña Llovet Barquero, Edelsa Group didascalía, S.A. 2005

Dictionaries for reference: Collins, www.wordreferences.com.

Essential materials are given in the form of photocopies.

CHINESE – I

Course Code: FLC101

Credit Units: 02

Aim: The Aims of Chinese language course at AUR is to equip students with the basic knowledge & skills in Chinese language so as to enable them to interact with Chinese speaking people and efficiently work in the Chinese environment and also to build a solid foundation for further studies in the language.

Course Objectives:

On the completion of first semester the students will be able to:

- Understand the nature and characteristics of Chinese language.
- Read Chinese Pinyin and Chinese Characters.
- Write Chinese Characters and sentences related to greetings & personal information.
- Speak Chinese dialogues related to greetings & personal information.
- Listen and understand simple Chinese words and dialogues of the text.
- Manipulate basic grammatical structures.
- Master and use most essential vocabulary items of day to day use; approx 70 Characters including 50 characters of HSK level -I.
- Understand China as a powerful nation.

COURSE CONTENT

1. Introduction to Chinese Language
2. Introduction to the Sound System , Initials and Finals
3. Table of sounds of Beijing Dialect
4. Tones
5. Writing System & Basic Strokes of Chinese Character
6. Rules of Stroke-Order of Chinese Character,
7. Expression of Greetings & Good wishes
8. Farewell
9. Asking & telling Personal Information : Name & Age
10. Personal Information : Residence
11. Personal Information : Family Members
12. Listening Skill & Practice
13. Conversation based on dialogues
14. China; an emerging world power (In English)

VOCABULARY CONTENT

Vocabulary will have approx 70 Characters including 50 characters of HSK-I level.

1. Vocab related to greetings & farewell; 你, 好, 再见。。。
2. Vocab related to personal information; 名字, 年纪, 家, 住, 爸爸。。

GRAMMATICAL CONTENT

1. Introduction to the sound system, initials and finals, sound table & tones.
2. Basic strokes of Chinese Character & stroke- order.
3. Conjunction 和.
4. Word order in Chinese sentence.
5. Adjective Predicate sentence.
6. 是sentence type (1).
7. Interrogative sentence with 吗.
8. Attributive & structural particle 的.

EXAMINATION SCHEME**Total: 100 marks**

| Continuous Evaluation (Total 50 Marks) | | | | | End Sem Evaluation (Total 50 Marks) |
|---|----------------------|---------------------|------------------|-------------------|--|
| Quiz | Mid Term Test | Presentation | Viva Voce | Attendance | End-Term Exam |
| 10 | 15 | 10 | 10 | 5 | 50 |

Text Books & References

1. Learn Chinese with me book-I (Major Text book), People's Education Press
2. Chinese Reader (HSK Based) book-I (suggested reading)
3. Elementary Chinese Reader Book-I (suggested reading)

MACRO ECONOMICS FOR BUSINESS

Course Code: BBA201

L:2, T:1, P/FW:0 C:03

Course Objective:

This course deals with principles of macroeconomics. The coverage includes determination of and linkages between major macro economic variables, the level of output and prices, inflation, unemployment, GDP growth, interest rates and exchange rates.

Course Contents:

Module I:

Introduction: concepts and variables of macroeconomics. Circular Flow of Income National Income Accounting: Concepts, aggregates and measurement of National Income, Difficulties in measurement of National Income in developing countries.

Module II:

Say's law, Keynesian approach of income determination - Multiplier, The complete Keynesian Model: IS – LM approach. Consumption and Investment function.

Investment –determinants of business fixed investment, effect of tax, determinants of residential investment and inventory investment. Demand for Money: Portfolio and transactions theories of demand for real balances.

Module III:

Inflation: Concept, type and causes of rising and falling inflation. Phillips curve: the trade-off between inflation and unemployment, Concept of stagflation and supply side economics.

Monetary and Fiscal policy: objective, instruments and role in economic stability. Business cycles: Meaning and Impact.

Module IV:

Balance of payments: Concept, Types of disequilibrium in Balance of payments, Causes, Methods of correcting disequilibrium, Foreign exchange: Floating vs fixed exchange rate system.

Evaluation:

| Components | CPA | T | Q/S/CA | A | ME | EE |
|---------------|-----|---|--------|---|----|----|
| Weightage (%) | 30 | - | - | 5 | 15 | 50 |

Text & References

- Dornbusch, R., Fischer, S., & Startz, R. (2004). Macroeconomics, 9th edition, McGraw-Hill
- Ahuja H.L. (2006). Macro Economics, S. Chand & Company Ltd
- Agarwal, V. (2010). Macroeconomics Theory and Policy, Pearson
- Mankiw, N. G. (2007). Macroeconomics, Macmillan Worth Publishers
- Barro, R. J. (1997). Macroeconomics, MIT Press
- Salvatore, D. (2009). International Economics, John Wiley & Sons
- Branson, W. H. (1989). Macroeconomic Theory and Policy, 3rd edition, HarperCollins India
- Shapiro, E. (1982). Macro Economic Analysis, 5th edition, Tata McGraw Hill

ORGANISATIONAL BEHAVIOUR

Course Code: BBA203

L:2, T:1, P/FW:0 C:03

Course Objective:

The objective of this course is to familiarize the students with the behavioural patterns of Human beings at individual and group levels.

Course Contents:

Module I: Understanding Human Behaviour

The concept, Nature and Significance of Human Behaviour, Factors Effecting Human Behaviour, Levels of Human Behaviour; S-O-B-A Model of Human Behaviour.

Module II: Individual Behaviour

Personality, individual differences and theories of Personality; Perception; Learning & theories of learning.

Module III: Motivation

Concept, Significance and Theories of Motivation, Motivation and Behaviour, Motivation at Work, Behaviour Modification, Attitudes formation and change in attitudes, Job related attitudes.

Module IV: Interpersonal Behaviour

Interpersonal Dimensions of Behaviour; Transactional Analysis Implications of TA, Organizational communication, Barriers in communication making communication effective, Types of communication.

Module V: Group Behaviour and Leadership

Group Behaviour; Types, Functions, Determinants of Group Behaviour, Inter Group Problems, Leadership: Nature and Significance of Leadership, Leadership Styles, Theories of Leadership; Trait Theory, Behavioural Theory, Managerial Grid.

Module VI: Change and Conflicts

Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management, Organizational culture, Learning and maintaining organizational culture, Organizational change, Planned change, Resistance to change, Organization development, Definition, Need for organization development, Organization development process.

Evaluation:

| Components | CPA | T | Q/S/CA | A | ME | EE |
|---------------|-----|---|--------|---|----|----|
| Weightage (%) | 30 | - | - | 5 | 15 | 50 |

Text & References:

- Luthans, F. (2011). Organizational Behaviour – An Evidence Based Approach, 12th Ed. McGraw – Hill Irwin
- Robbins, S. P., & Judge, T. A. (2013). Organizational Behaviour, 15th Ed. Pearson
- Robbins, S. P. (2002). Organizational Behaviour: Concepts, Controversies, Applications, Prentice Hall
- Koontz, H., O'Donnel, C., & Weihrich, H. (1992). Management, Tata Mc Graw Hill
- Newstrom, J. W. & Davis, K. (1993). Organizational Behaviour: Human Behaviour at Work, Tata McGraw Hill
- Agarwal, R. D. (1995). Organisation and Management, Tata McGraw Hill

ANALYSIS AND DESIGN OF BUSINESS SYSTEMS

Course Code: BBA204

L:2, T:0, P/FW:1 C:03

Course Objective:

The course aims at preparing students conceptualize and define scope and domain of system analysis and design. It also focuses on system development life cycle using conventional and structural look.

Course Contents:

Module I: The systems development Environment. (Information system development life cycle)

System & its parts, Types of Systems, Characteristics of a System, System Analyst in system Development, Developing Systems- SDLC, Approaches to System Development (Prototyping, Joint Application Design (JAD), Participatory Design (PD)), System Development Models (Waterfall model & Spiral Model), System Planning & Selection (Identifying, Selecting, Initiating & Planning System Development Project).

Module II: System Planning and Selection (Graphic technology modeling tool)

Identifying and Selecting Projects (Identifying potential development projects, classifying and ranking projects, and selecting projects for development), Methods for project identification and selection, Evaluation criteria for classifying and ranking projects, Initiating and Planning System Development Projects (Process & performed Activities, Deliverables & Outcomes), Assessing Project Feasibility (Economic, Operational, Technical, Schedule, Legal & Contractual, Political Feasibility)

Module III: System & Data Analysis (Data Analyzing Modeling)

Determining System Requirements (Traditional Methods, Modern & Radical Methods), Structuring System Requirements (Process Modeling – DFD, Logic Modeling – Structured English & Decision Tables, Conceptual Modeling – ER Model), Data Analysis & Techniques (Interpretive, Coding, Recursive Abstraction and Mechanical Technique), Types of Analysis (Descriptive, Exploratory, Confirmatory and Predictive), Modeling Methodologies (Bottom Up method & Top Down Method), Generic and Schematic Data Modeling.

Module IV: System & Database Design

System Design (Design Objectives, Phases in Designing, Purpose of System Design), System Design Goals, Type of Design, Design Strategy, System Decomposition (Modeling, Connection and Coupling of a System), System Design Methodologies, Database Design, Database Management System – an introduction, Overview of Data Models, Relational Database Model – Well structured relations, Keys, Schema & Subschema, Structure, Facilities & Users, Constraints, Anomalies, Functional Dependency, Normalization, Roles & Duties of System Administration.

Module V: System Implementation & Operation (System Management)

Activities in implementing (Coding, Testing & Installation, Documentation, Training, Support, Maintenance), Types of testing, planning installation, approaches to installation, Documenting a system, Training and Supporting users, Types & Frequencies of Training Methods, Reasons of System Implementation Failures, Project Closedown, Conducting System Maintenance – Types of Maintenance (Corrective, Adaptive and Perfective Maintenance), effective maintenance, Evaluation of System's Success, System Enhancement, Quality Assurance in System Cycle.

Module VI: System Security and Auditing

System Security: Data Security, Backup & Recovery during System & Database failure, Ethical Issues in System Development, Threat and Risk Analysis, Audit, System Audit, System Audit Standards (Planning, Implantation and Reporting Standards), System Analysis and Programming (Overview, Role & Duties of System Experts as Analyst and Programmer).

Evaluation:

| Components | CPA | T | Q/S/CA | A | ME | EE |
|---------------|-----|---|--------|---|----|----|
| Weightage (%) | 30 | - | - | 5 | 15 | 50 |

Text & References:

- Kroeber, D. W., & Watron, H. J. (2010). Computer Based Information Systems,. Macmillan Pub. Co.
- Senn, J. A. (2010). Analysis and Design of information systems,. McGraw-Hill.
- Valacich, G. H. (2003). Essentials of System Analysis & Design. Prentice-Hall

BUSINESS STATISTICS

Course Code: BBA205

L:2, T:1, P/FW:0 C:03

Course Objective:

The objective of this course is to familiarize the students with various statistical tools which can help them in analysis and interpretation of business data. This course will provide students with hands-on experience to promote the use of statistical thinking and techniques to apply them to make educated decisions whenever there is variation in business data. Therefore, it is a course in statistical thinking via a data-oriented approach.

Course Contents:

Module I: Introduction to Statistics

Definitions, Functions of Statistics, Statistics and Computers, Limitation of Statistics, Application of Statistics

Module II: Data Collection and Analysis

Methods of Data Collection, Primary And Secondary Data, Measures of Dispersion-Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation.(Absolute & Relative Measure of Dispersion), Skewness-Karl-Pearson's Coefficient of Skewness, Bowley's Coefficient of Skewness, Kurtosis.

Module III: Correlation Analysis and Regression Analysis

Introduction-Importance of Correlation, Types of Correlation, Scatter Diagram Method, Karl Pearson's coefficient of Correlation (Grouped and Ungrouped), Spearman's Coefficient of Rank Correlation, Rank Correlation for Tied Ranks, Regression Analysis- Concepts of Regression, Difference b/w Correlation and Regression, Regression Lines.

Module IV: Time Series Analysis

Meaning and Significance, Components of Time Series, Trend Measurement, Moving Average Method, Least Square Method (Fitting of Straight Line Only)

Module V: Probability and Probability Distribution

Introduction, Terminology used in Probability, Definitions of Probability, Mathematical, Statistical and Axiomatic Approach to Probability, Probability Rules-Addition Rule, Multiplication Rule of Probability, Conditional Probability- Bayes Theorem, Problems on Bayes Theorem; Discrete Probability Distributions- Binomial Probability Distribution, Poisson Probability Distribution, Properties, Applications, Continuous Probability Distributions-Normal Probability distribution, Properties of the Normal Curve, Applications, Relation b/w distributions.

Evaluation:

| Components | CPA | T | Q/S/CA | A | ME | EE |
|---------------|-----|---|--------|---|----|----|
| Weightage (%) | 30 | - | - | 5 | 15 | 50 |

Text & References:

- Rao, A. B. (2012) Quantitative Techniques in Business, Second Edition, Jaico Publications
- Gupta S. P. (2010). Statistical Methods, S. Chand & Co.
- Kapoor, V. K. & Sancheti, (2011). Business Statistics, Sultan Chand & Sons
- Anderson, D. R., Sweeney, D. J., & Williams, T. A. (2002), Statistics for Business and Economics, 11th Ed, South-Western Cengage Learning
- Kothari C. R. (2012). Quantitative Techniques, Third edition, Vikas Publishing House
- Hooda R. P. (2002). Introduction to Statistics, Macmillan
- Sharma, J. K. (2007), Business Statistics, Pearson Education India

DATA ANALYTICS

Course Code: BBA265

L:1, T:0, P/FW:4 C:03

Course Objective:

This course has been designed with an objective to familiarize students with MS Excel and SPSS for carrying out data analysis for research and business decision making.

Course Contents:

Module I: Basics of MS Excel

Understanding Basics of Spreadsheet; Sorting Data; Filtering Data; Conditional Formatting; Inserting and Copying Formulas; Freeze Panes; Range Names, Paste Special Command, Text Functions, Count Functions, Text Functions

Module II: Data Presentations: Graphs & Charts

Bar Chart, Line Chart, Column Chart, Pie Chart, Area Chart, Stock Chart, Surface Chart, Doughnut Chart, Scatter Diagram, Bubble Diagram, Radar diagram,

Module III: Data Analysis using MS Excel

Basic Pivot Tables, Pivot Charts, What if Analysis: Goal Seek, Data Table, Scenario Manager; Using Data Analysis Tool for Statistical Analysis; Using Solver, NPV, IRR,

Module IV: Data Analysis Using SPSS

Basics of SPSS, Building Variable View; Summarizing Non Parametric Data; Descriptive Statistics, Cross Tabulation, Inferential Statistics: Chi Square Test, t-test, One Way ANOVA, Correlation & Regression Analysis

Examination Scheme

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & Reference Books

- Winston, W. L., (2014). Microsoft Excel 2013: Data Analysis & Business Modeling
- Landau, S., & Everitt, B.S., (2004), A Handbook of Statistical Analysis Using SPSS, Chapman & Hall/CRC

MANAGEMENT ACCOUNTING

Course Code: BBA 280

Credit:03

Course Objective:

This course aims to enable you to contribute to value-creation in your organisation by understanding how costs, their behaviour and their (accounting) treatment impact on management planning and control decisions and in turn, impact organisational performance.

Learning outcomes:

On successful completion of this course, participants will be able to:

1. Recognise and explain the role of management accounting in the planning, control and decision-making activities of organisations;
2. Explain cost behaviour, its application to breakeven analysis and budgeting, and its importance in management decisions;
3. Apply alternative methods of calculating the costs of products, services and other cost objects and evaluate how the method used might affect management decisions and organisational performance; and
4. Evaluate the need for management accounting information, systems and practices to change in response to changes in the operating and business environments.

Course Contents:

Module I: A framework for Financial Decision Making

Financial Statements preparation, analysis and Interpretation: Comparative, common size statements, Analysis techniques- Ratio Analysis, Cash flow Statement analysis as per AS3 and Trend analysis.

Module II: Introduction to Management Accounting

Management Accounting: Evolution, Meaning, Objectives and Scope, Tools and Techniques of Management Accounting, Relationship of Cost Accounting, Financial Accounting, Management Accounting and Financial Management, Conflicts in Profit versus Value Maximisation Principle, Role of Management Accountant in Decision Making

Module III: Activity Cost Behaviour and Costing Systems

Activity-based Product Costing: Meaning, Importance, Characteristics, Elements and Steps involved, ABC vs. Traditional Costing, Uses and Limitations. **Job-order Costing:** Job Cost Cards, Collecting Direct Costs, Allocation of Overheads and its Applications. **Process Costing:** Features, Applications and Types of Process Costing, Process Loss, Abnormal Gains and Losses, Equivalent Units, Inter-Process Profit, Joint Products, By-Products and Accounting

Module IV: Budget, Budgeting and Budgetary Control

Budgetary basics; Preparing operational and financial budgets, Flexible Budgeting, Budgetary Control and Responsibility Accounting; Standard Cost and Balance Scorecard, Computation of various types of Variances (Material variance, Labour variance)

Examination Scheme:

| Components | CPA | T | Q/S/CA | A | ME | EE |
|---------------|-----|---|--------|---|----|----|
| Weightage (%) | 30 | - | - | 5 | 15 | 50 |

Text Books:

- ✓ Gupta SP and KL Gupta “Management Accounting”, Sahitya Bhawan Publications

Reference Books/Journals/Other Study Material:

- ✓ Arora, M. N. (2015) Cost and Management Accounting (Theory and Problems), 4th Edition, Himalaya Publishing House.
- ✓ Maheshwari, S.N. & Maheswari, S.K. (2012) Cost Accounting, 10th Edition, Sultan Chand Publication.

AANANDAM-II

Course Code: AND002

L:0, T:0, P/FW:0 C:03

Aanandam is a credited subject that aims to instill **the joy of giving** and sharing in young people through community participation, helping them to be responsible citizens and be initiators of change for a healthy society. A daily act of goodness and charity will infuse the habit of community service in students. The faculty will emphasize shift in focus-Happiness is not in acquiring things, but permanent happiness comes from giving, sharing, and caring for someone.

The faculty will inspire students for Individual Social Responsibility (ISR) and will inculcate the qualities of compassion, an open mind, a willingness to do whatever is needed and positive attitude in students. Imagination and Creativity are to be appreciated. An aim and a vision are to be developed in students.

OUTCOME OF AANANDAM COURSE

The student should develop:

- Awareness and empathy regarding community issues
- Interaction with the community and impact on society
- Interaction with mentor and development of Student teacher relationship
- Interaction among students, enlarge social network
- Cooperative and Communication skills and leadership qualities
- Critical thinking, Confidence and Efficiency

AANANDAM: COMMUNITY SERVICE

- Community service programs are very effective for students' **personal** and **social**, ethical, and **academic** development. These effects depend on the characteristics of the programs chosen
- Involvement of students in community work has an impact on development of student **skills, creativity, critical thinking, and innovative powers. Passion and Positivity** are basic requirements for Community service
- They would **examine social challenges** /problems, **assess the needs** of the community, **evaluate** previous implemented projects, and **think of further solutions**
- They would learn to cooperate and collaborate with other agencies and inculcate leadership qualities.

ABOUT AANANDAM COURSE

Students are expected to engage in:

- An individual act of goodness – caring, sharing and giving (time and energy) everyday group activity – a project in service of the local community (Group Community Service Project)
- Aanandam Day- will be celebrated once a month in the last week as decided by Director/HoIs.
- **It is a credited subject. Marks/ Grades both will be entered in the marks sheet as per the university rules.**
- Two credits for a project in each semester
- 50 marks for each project to be completed in 4 Months.

DIRECTIONS FOR STUDENTS

- Do at least one individual act of goodness each day and Record this act in a dedicated diary/register
- Share this dedicated diary/register in a 30-minute **Anandam period** with the mentor and share your experience with the class

- Students in **Semester scheme** must take up one Group Community Service Project per semester
- Students in **Annual scheme** must take up two Group Community Service Projects per year
- Take one Group Community Service Project from **August to November**
- Take one Group Community Service Project from **January to April**
- The students must take photographs to document their work
- The students can obtain certificate from the NGO/ Government Agency they are working with for Group Community Service Project
- The students may submit newspaper cuttings
- The students must participate in the **Aanandam Day** by displaying charts of their Group Community Service Project
- They can make power point presentations of their project which will help them get better grades

PROJECTS: SUGGESTIVE LIST

The students and mentor as per their interest would support activities of community service such as:

- literacy programs, in today's digital age many organizations/individuals might also need help with email and websites
- livelihood projects,
- time giving activities to adopted communities (awareness regarding Govt. programmes) sports like yoga, meditation, drills, and physical exercises in adopted areas
- activities on arts and culture such as restoration of traditional art and culture and monuments.
- understand their responsibility in taking care of environment and appreciating cultural diversity
- While some students would be interested in awareness about environment such as protecting and preserving natural resources and animal species (the flora and the fauna). Plantation and animal care centers
- A few would be concerned with healthcare like medical and dental missions, first-aid training, etc.
- Another group may be formed for attending to old people (who have money but need assistance for market and groceries) [Time Bank]
- Another group may be formed for civic activities, awareness programmes.
- Local social problems to be taken up and solutions devised
- Innovations and Startups to be encouraged
- help plant a community garden, help out at a children's camp

THE PROJECT REPORT

The project report should be guided by the mentor and shall contain:

- **Synopsis:** clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants** are to be given (name of mentor, name of participants, phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date
- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)
- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any
- Students should also submit their certificates from the government bodies and or nongovernment bodies they collaborate with, if any

- Photographs of **Display charts** or **ppt/video** prepared while presentation on the group community service in the **Aanandam Day** must be submitted along with the report
- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.
- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page
- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

PROCEDURE FOR EVALUATION

- **Project Assessment Committee** will assess the Group Community Service Project Report
- submitted by the students, in the duly filled given format, based on:
- Submission of the student dedicated daily diary as per student attendance norms students' performance and interaction with the community
- presentation of the project report
- impact on society and the course outcome results

Format for evaluation by Project Assessment Committee (Total max marks 50)

- Submission of register of everyday activity mandatory (if register is not submitted by the student, he/she will not be evaluated and considered for the award)
- Report contains presentation /video (**max.10 marks**)
- Photographs of Students' participation and involvement of community (**max.10 marks**)
- Problem solving and challenging issues addressed/ innovation (**max. 30 marks**)

EVALUATION: GRADES EQUIVALENCE

Project Assessment Committee constituted will assess the projects

For 4 months Group Community Service Project the grade equivalence is as follows:

Total: 64 Hrs

Grading Marks

C grade =32 hrs

B grade >32hrs to <=44hrs

A grade >44hrs to<=54hrs

O grade >54hrs to<=64hrs

ENGLISH

Course Code: BCS 201

Credit Units: 03

Course Objective:

The course is intended to give a foundation of English Language. The literary texts are indented to help students to inculcate creative & aesthetic sensitivity and critical faculty through comprehension, appreciation and analysis of the prescribed literary texts. It will also help them to respond form different perspectives

Course Contents:

| Topic | No. of Sessions |
|--|-----------------|
| Developing Listening Skills | 1 |
| Developing Speaking Skills | 1 |
| Developing Reading Skills | 1 |
| Developing Writing Skills | 1 |
| Principles of Good Writing - L Hill | 1 |
| Toasted English -R. K. Narayan | 1 |
| On Saying Please- A G Gardiner | 1 |
| Where the Mind is without Fear—R N Tagore | 1 |
| O Captain, My Captain—Walt Whitman | 1 |
| All The World's a Stage: W. Shakespeare | 1 |
| Psalm of Life: H. Longfellow | 1 |
| (Non-detailed study; any one of the following books) Go Kiss the World by Subroto Bagchi; Steve Jobs By Walter Isaacson; Rich Dad, Poor Dad by Robert Kiyosaki; The Road Ahead by Bill Gates; What You See, Is What You Get by Alan Sugar | 1 |
| Total | 12 |

Examination Scheme:

| Components | Assessment1: Mid Term (Internal) | Assessment 2: LSRW Based Activity (1) (Internal) | Assessment 3: LSRW Based Activity (2) (Internal) | Assessment 4: Book Review Assignment (Internal) | A | EE |
|---------------|--|--|--|---|----|----|
| Weightage (%) | 15 | 10 | 10 | 10 | 05 | 50 |

Text & References:

- Madhulika Jha, Echoes, Orient Long Man
- Sydney Greenbaum Oxford English Grammar, Oxford.
- Successful Communications, MalraTreece (Allyn and Bacon)
- Effective Technical Communication, M. Ashraf Rizvi.
 - Essentials of Basic Grammar & Literature, Dr Manoj Kumar, Dr Abrar Ahmed

BEHAVIOURAL SCIENCE - II

Course Code: BSS203

L:1, T:0, P/FW:0 C:01

Course Objective:

To enable the students:

- Understand the process of problem solving and creative thinking.
- Facilitation and enhancement of skills required for decision-making.

Course Contents:

Module I: Thinking as a tool for Problem Solving

What is thinking: The Mind/Brain/Behavior; Thinking skills; Critical Thinking and Learning; Making Predictions and Reasoning; Memory and Critical Thinking; Emotions and Critical Thinking

Module II: Hindrances to Problem Solving

Perception; Expression; Emotion; Intellect; Work environment

Module III: Problem Solving Process

Recognizing and Defining a problem; Analyzing the problem (potential causes); Developing possible alternatives; Evaluating Solutions; Resolution of problem; Implementation

Module IV: Plan of Action

Construction of POA; Monitoring; Reviewing and analyzing the outcome

Module V: Creative Thinking

Definition and meaning of creativity; The nature of creative thinking; Convergent and Divergent thinking; Idea generation and evaluation (Brain Storming); Image generation and evaluation; Debating; The six-phase model of Creative Thinking; ICEDIP model

Evaluation Criteria:

| S. N. | Evaluation Component | Weightage % | Tentative Schedule |
|--------------|--------------------------------|-------------|---------------------|
| 1 | Social Awareness Program (SAP) | 25 | End of semester |
| 2 | Journal of Success | 10 | Throughout Semester |
| 3 | Attendance | 05 | Throughout Semester |
| 4 | Workshop Assessment | 45 | After every session |
| 5 | Student Assignment | 15 | End of semester |
| Total | | 100 | |

Text & References:

- Michael Steven: How to be a better problem solver, Kogan Page, New Delhi, 1999
- Geoff Petty: How to be better at creativity; Kogan Page, New Delhi, 1999
- Phil Lowe Koge Page: Creativity and Problem Solving, New Delhi, 1996
- Bensley, Alan D: Critical Thinking in Psychology – A Unified Skills Approach, (1998), Brooks/Cole Publishing Company

FRENCH - II

Course Code: FLN201

Credit Units: 02

Course Objective:

To familiarize the students of French Language with:

1. to identify the objects and to explain their usage.
2. to do a purchasing in a market, to discuss the price etc.
3. Comparison of the objects.

Course Contents

Unit 2: Pg: 26-40

a. Lexical:

- Everyday small objects
- Numbers from 0 to 1000
- To ask the price of a thing
- Furniture of office
- Adjectives for describing the objects
- colours

b. Grammar:

- Possessive adjectives
- for + infinitive form of the verb
- verb: to have
- negative : not/don't (ne-pas)
- question with « do »formation « est-ce que »?
- question with the “Si”
- prepositions of place
- There is, there are/is there? Are there?
- Placing of the adjectives
- There is a shortage of/Something is missing
- comparatives and superlatives
- tonic pronouns
- pronoun « on »

EXAMINATION SCHEME

Total: 100 marks

| Continuous Evaluation (Total 50 Marks) | | | | | End Sem Evaluation (Total 50 Marks) |
|--|---------------|--------------|-----------|------------|--|
| Quiz | Mid Term Test | Presentation | Viva Voce | Attendance | End-Term Exam |
| 10 | 15 | 10 | 10 | 5 | 50 |

Text & References:

Penfornis, J. (2007), Français.com (Débutant). Paris: CLE International

Français.com (Débutant), livre de professeur

<http://apprendre.tv5monde.com/>

Larousse Dictionnaire français-anglais anglais-français (French Dictionary),

W.R.Goyal

Supplementary Materials are given in form of photocopies

GERMAN – II

Course Code: **FLG201**

Credit Units: **02**

Course Objective:

After successful completion of this semester, students will be able to:

- Recognizing geographical locations.
- Know famous places in Germany and Europe.
- To be able to form basic questions
- use of past participle of verb was/were and make sentences.
- able to conjugate irregular verbs
- use possessive article for the nominative case
- Use of adjectives in sentences.
- They can describe their house like number of bedroom, kitchen etc
-

Course Content:

Vocabulary

- Verb was/were
- Types of Houses and Apartments,
- State and cities
- directions like north, south etc.,
- Neighboring countries of Germany and their respective languages.
- Description of house: Bedroom, bathroom, kitchen etc.

Grammar:

- Interrogatives – what, which, why, how, who, when
- Yes - no question
- Introduction of irregular verbs
- Article in accusative (definite and indefinite)
- Possessive article

EXAMINATION SCHEME

Total: **100 marks**

| Continuous Evaluation (Total 50 Marks) | | | | | End Sem Evaluation (Total 50 Marks) |
|--|---------------|--------------|-----------|------------|-------------------------------------|
| Quiz | Mid Term Test | Presentation | Viva Voce | Attendance | End-Term Exam |
| 10 | 15 | 10 | 10 | 5 | 50 |

Prescribed Text-Book: Lesson 11 onwards from Deutsch als Fremdsprache -1A, IBH & Oxford, New Delhi, 1977

References: Studio D A1 by Hermann Funk, Christina Kuhn and Silke Demme, Cornelsen, 2013

Tangram A1 by Rosa Maria Dallapiazza, Eduard von Jan & Till Schoenherr, Max Hueber, 2007

Sprachtraining A1 by Rita Maria Niemann, Dong Ha Kim, Cornelsen, 2013

Dictionaries for reference: **Studio D: Glossar A1 - Deutsch – Englisch**, Cornelsen, 2013

<http://www.duden.de/woerterbuch>

Materials are given in form of photocopies if felt to be necessary

SPANISH – II

Course Code: FLS201

Credit Units: 02

Course Objective:

- To enhance all five skills of the language: Reading, Writing, Listening, Interacting and speaking.
- Adjectives to describe people
- To talk about locations and places.
- To be able to form basic questions
- Counting till 100
- To be able to speak about daily Routine and verbs of daily usage both regular & irregular verbs.

Course Content:

Vocabulary:

Home, Classroom, Neighborhood, hotel, Restaurant, Market, Days name, Months name, Colors names etc. Interrogatives.

Grammar:

Use of SER/ESTAR/TENER/ HAY

Difference between Estar and Hay

Demonstrative pronouns

Interrogatives – what, which, why, how, who, when

Introduction of irregular verbs

Possessive pronouns

Examination Scheme:

Total: 100 marks

| Continuous Evaluation (Total 50 Marks) | | | | | End Sem Evaluation (Total 50 Marks) |
|--|---------------|--------------|-----------|------------|-------------------------------------|
| Quiz | Mid Term Test | Presentation | Viva Voce | Attendance | End-Term Exam |
| 10 | 15 | 10 | 10 | 5 | 50 |

Skills Evaluated: Writing, Comprehension, grammar, and Vocabulary

Text & References:

Nuevo Español Sin Fronteras (ESF1) by Jesús Sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005

Pasaporte Nivel (A1) by Matilde Cerralzoza Aragón, Oscar Cerralzoza Gilli, Begoña Llovet Barquero, Edelsa Group didascalía, S.A. 2005

Dictionaries for reference: Collins, www.wordreferences.com.

Essential materials are given in the form of photocopies.

CHINESE – II

Course Code: FLC201

Credit Units: 02

Course Objectives:

On the completion of second semester the students will be able to:

- Read Chinese words, phrases and simple sentences both in Pin Yin and Characters.
- Write Chinese Characters and sentences.
- Speak Chinese dialogues with correct pronunciation & tone.
- Listen and understand simple Chinese words and dialogues used in syllabi.
- Manipulate basic grammatical structures such as questions type (2), 有 sentence, verbal predicate, 们, numeration, time etc.
- Master and use most essential vocabulary items of day to day use; approx 110 Characters including 50 characters of HSK level -I.
- Understand Sino-Indian Relations.

COURSE CONTENT

1. Personal information : hobbies & habits
2. Personal information : abilities
3. Expression of gratitude
4. Expression of apology
5. Numbers & currencies
6. Expression of time
7. Description of weather
8. Description of direction,
9. Listening of dialogues
10. Conversation based on dialogues
11. Chinese CBT package /video clipping
12. Sino-Indian relations (in English)

VOCABULARY CONTENT

Vocabulary will include approx 110 Characters including 50 Characters of HSK-I level.

1. Vocab related to hobbies, abilities, gratitude, apology numbers, time, weather, direction, etc will be covered.

GRAMMAR CONTENT

1. Question of type (2) & (3)
2. 有 sentence
3. Auxiliary verbs: 要, 会, 能, 可以
3. The sentence with a verb as its predicate.
4. 们: a plural suffix
5. Numeration
6. Interrogative pronoun 多少
7. Counting Money
8. A numeral-measure word as the attributive
9. Time words: Time, month, day & date
10. The demonstrative pronoun as the attributive
11. The adverbial adjunct:
12. Words of location

EXAMINATION SCHEME

Total: 100 marks

| Continuous Evaluation (Total 50 Marks) | | | | | End Sem Evaluation (Total 50 Marks) |
|---|----------------------|---------------------|------------------|-------------------|--|
| Quiz | Mid Term Test | Presentation | Viva Voce | Attendance | End-Term Exam |
| 10 | 15 | 10 | 10 | 5 | 50 |

Text books & References

1. Learn Chinese with me book-I (Major Text book), People's Education Press
2. Elementary Chinese Reader Book-I (suggested reading)
2. Chinese Reader (HSK Based) book-I (suggested reading)
3. Practical Chinese Grammar for foreigners (suggested reading)

OPERATIONS RESEARCH

Course Code: BBA 301

Credit Units: 03

Course Objective:

The objective of this paper is to make students familiar with basic concept and tools in Operations Research. These techniques assist in solving complex problems and help in decision making.

Course Contents:

Module I: Introduction

Introduction to Operations Research, Definition, scope and limitations of Operations Research

Module II: Linear Programming

Linear Programming – Basic Concepts, Model formulation; Solution methods – Graphical Solution method, Simplex method (problems involving only upto 3 constraints and of inequality <), Application of LPP in business decision making.

Module III: Transportation Problem

Transportation problem- Initial Basic feasible solution (North west corner rule, Vogels approximation method), Test for optimality (The Modified Distribution (MODI) method)

Module IV: Assignment Problem

Assignment Problem – Introduction, Approach of the Assignment model, Solution Methods (Hungarian method)

Module V: Game Theory

Game Theory - Concept and definition; Solution methods of Pure Strategy games (with saddle point), Significance of Game Theory.

Module VI: Queuing & Simulation

Introduction, Elementary queuing system, Introduction to Single – channel queuing model (with Poisson arrivals and Exponential service times), (no numerical); Introduction to Simulation, applications, advantages and drawbacks of simulation, Introduction to Monte – Carlo Simulation, Role of computers in Simulation.

Examination Scheme:

| Components | CPA | T | Q/S/CA | A | ME | EE |
|---------------|-----|---|--------|---|----|----|
| Weightage (%) | 30 | - | - | 5 | 15 | 50 |

Text & References:

Text:

- Kapoor V K, Operations Research (Techniques for Management), Seventh edition, Sultan Chand & Sons.

References:

- Sharma J K, Operations Research (Theory & Practices), Second edition, Macmillan India Ltd.
- Hamdy A Taha, Operations Research, Seventh edition, Prentice Hall India
- Kothari C R, An introduction to Operations Research, Third edition, Vikas Publishing House

FINANCIAL MANAGEMENT – I

Course Code: BBA 302

Credit Units: 03

Course Objective:

To take decisions which are effective, a manager in any of the functional areas be it Marketing, HR or IT requires a thorough cost and benefit analysis and a feel for Finance so as to look at the long term implications of his/her decision. This course is a "nut and bolts" course on Finance where the basic Financial decisions will be explained through problems and exercises, thus giving the student an understanding and a feel for Financial decision making. This syllabi is only for the Third semester and the course will continue in the Fourth Semester as well.

Course Contents:

Module I: Introduction to Financial Management

Evolution of Financial Management , Key activities of Finance Manager Changing Role of Finance Managers, Key Decision Areas in Financial Management, Objectives of the firm.

Module II: Tools for financial decision making

A framework for Financial Decision Making - Financial Statement Analysis: Interpretation & Analysis of fund flow statement, cash flow statement, financial ratio, common size statement, Comparative statement, trend analysis, time series.

Concept of Time value of Money, Process of Compounding and Discounting, Future Value of a Single amount, Future Value of an Annuity, Present Value of a Single Amount, Present Value of an Annuity.

Module IV: Analysis of Capital budgeting

Basics of Capital Budgeting, Types of capital budgeting decisions, Preparation of capital budgeting proposal, Estimating cash flows for project appraisal, Green capital budgeting.

Module IV: Techniques of Capital Budgeting

Non-discounted Cash Flow Techniques: Payback Period, ARR, Discounted Cash Flow Techniques: NPV, IRR, PI. Risk Analysis of Capital Budgeting : Risk adjusted discount rate, Certainty Equivalent Approach, Real Options: An Introduction to Decision Tree Approach, Sensitivity Analysis, Scenario Analysis & Simulation including Monte Carlo Simulation.

Module V: Working Capital Management Decision

Sources of short term finance: Accruals, Trade credit, Working capital advance by commercial banks, Public Deposits, Inter-corporate deposits, Short term loan from financial institutions, Commercial Paper, Factoring & Forfaiting. Factors influencing working capital requirement, Estimating working capital requirement (numerical), Operating cycle analysis

Module VI: Management of Cash, Receivables & Inventory

Methods of inventory management: An Introduction to EOQ, ABC analysis; Receivables management: Credit Standards & Analysis, Credit Terms, Collection Policy & Procedures. Management of cash: Cash Planning, Managing the cash flows, Optimum Cash Level, Investing surplus cash.

Examination Scheme:

| Components | CPA | T | Q/S/CA | A | ME | EE |
|-------------------|------------|----------|---------------|----------|-----------|-----------|
| Weightage (%) | 30 | - | - | 5 | 15 | 50 |

Text & References:

Text:

- Pandey, I. M, Financial Management. Ninth Edition, Vikas Publishing House Pvt. Ltd.

References:

- Van Horne, J.C Financial Management & Policy Twelfth Edition, Prentice Hall
- Chandra, P. Fundamentals of Financial Management, Sixth Edition, Tata McGraw Hill.

MARKETING MANAGEMENT – I

Course Code: BBA 304

Credit Units: 03

Course Objective:

The main objective of this course is to give students an elementary knowledge of the fundamentals in the field of marketing. The focus will be both on developing and helping them imbibe basic marketing principles and establishing an appreciation of contemporary realities. However, in order to do justice to the varying diversity of a real market place, the course shall be taught over two semesters- semester III and IV. In semester III, emphasis will be on the core concepts in marketing, thereby giving the students an understanding of the environment in which marketing works.

In semester IV, the students will be introduced to the greater and finer details of how marketing works.

Course Contents:

Module I: Introduction to Marketing

Meaning of marketing, Core concepts of marketing, Evolution and its role in the changing business environment, Various marketing management philosophies, viz., the production concept, the product concept, selling concept and the marketing concept, The newer definitions of marketing- societal marketing and relationship marketing.

Module II: Relationship between Marketing and Strategic Planning

Introduction to Strategic Planning with marketing perspective, Marketing process and Marketing Plan.

Module III: Analyzing marketing opportunities

Internal and External Marketing Environment Analysis, Introduction to Marketing Information System and Marketing Research.

Module IV: Studying Consumer Behaviour

Buying Behaviour for Consumer Markets and Industrial Markets, Types of Buying Situations, Buying Decision Process and Factors Affecting Buyer Behaviour, Consumer Adoption Process.

Module V: Segmentation, Targeting and Positioning

Concept of Market Segmentation, Bases for segmenting Consumer and Business markets, Approaches for Targeting, Differentiation and Positioning.

Examination Scheme:

| Components | CPA | T | Q/S/CA | A | ME | EE |
|---------------|-----|---|--------|---|----|----|
| Weightage (%) | 30 | - | - | 5 | 15 | 50 |

Text & References:

Text:

- Marketing Management, Philip Kotler, Eleventh Edition

References:

- Principles of Marketing, Philip Kotler and Gray Armstrong
- Marketing Management, Michael R. Czinkota and Masaaki Kotabe
- Marketing, Charles W. Lamb, Joseph F. Hair, and Carl McDaniel
- Fundamentals of Marketing, Stanton, Ezel, etc.

PUBLIC RELATIONS AND CORPORATE IMAGE

Course Code: BBA 371

Credit Units: 03

Course Objective:

The course is aimed at developing in students an understanding of Corporate Image and the tools of Public relations applicable in today's business scenario.

Course Contents:

Module I: Corporate image

Understanding Corporate Image, Corporate Image Building: A Marketing Exercise, an overview to Marketing, understanding the Marketing Mix – Product, Price, Place, Promotion

Module II: Marketing Communications

Role in Corporate Image Building, introduction to the tools used for marketing communication – Advertising, Visual Corporate Identity, Public Relations, Sales Promotion, Direct Marketing, Sales Management, Sponsorships, Exhibitions, Packaging, Merchandising and Point-of-Purchase Materials, E-Marketing and Customer Service

Module III: Corporate Image and Society

Module IV: Public Relations

Understanding Public Relations, Role and Scope of PR, Corporate Image and PR, PR as part of Marketing Communications

Module V: Exercising PR

In-house PR, PR Agencies, Modes of PR and Media Handling, PR Events, Crisis Management in Public Relations

Module VI: PR Publications

In-house Journals, Ghost Writing, Media Writing, Press releases, brochures.

Module VII: Research in Public Relations

Building Information Resources, Areas of PR research: Public Opinion Research, Media Tracking, Content Analysis, Campaign Examination, Benchmark Studies,

Examination Scheme:

| Components | CPA | T | Q/S/CA | A | ME | EE |
|-------------------|------------|----------|---------------|----------|-----------|-----------|
| Weightage (%) | 30 | - | - | 5 | 15 | 50 |

Text & References:

Text:

- Public Relations: Principles, Cases and Problems, H. Frazier Moore, Frank B. Kalupa

References:

- Marketing Management, Philip Kotler
- Integrated Marketing Communications, PR Smith with Jonathan Taylor
- IMC, Tom Duncan

PUBLIC FINANCE

Course Code: BBA 380

Credit Units: 03

Course Objective:

This subject is primarily aimed at introducing principles of public finance, role of different governments, public expenditure, taxation, budget and fiscal policy in India. The government plays different roles and performs varied functions which are different from earlier societies. In this context the public financial functions of the government need to be understood by a student, by studying the relevant theory and empirical analysis.

Course Contents:

Module I: Introduction

Nature, Scope and Importance, Theory of Maximum Social Advantage, Private goods, Public goods and Merit goods; Role of government in managing the economy under different economic systems – Social Welfare Function; Theory of Public goods - Market failure - Externalities - problems in allocation of resources - theoretical developments in Demand revelation for social goods -Public choice.

Module II: Public Expenditure

Theories of Public Expenditure -Structure and growth of public expenditure - Criteria for public investment - Income Redistribution – Expenditure Programmes for the poor - Social Insurance: Unemployment Insurance, Health Care, and Education - Social cost-benefit analysis - benefit estimation and evaluation.

Module III: Taxation

Theory of Taxation - Benefit and ability-to-pay approaches - Indian Direct and Indirect Taxes - Effects of taxation - Requirements of a sound tax system - Canons of taxation - Tax reforms - Evaluation of Tax Reforms -Taxation Incidence and alternative concepts of Incidence.

Module IV Budgeting and Debt

Budget - Concept of PPB - Zero-based Budgeting - Cash budgeting : Cash management and Treasury functions in Government - Deficit Budgeting - Types of Deficits - Public Debt: Trends and composition of Indian Public Debt: Instruments - Treasury bills, bonds and other securities, Debt management - Methods of debt redemption.

Module V: Fiscal Policy

Role of Fiscal Policy in India - Principles of Fiscal federalism in India; Finance Commissions and Planning Commission

Examination Scheme:

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

Text:

- Musgrave, R.A. and P.B. Musgrave (1976), Public Finance in Theory and Practice, 3rd edition, McGraw-Hill Kogakusha, Tokyo.
- Raghendra Jha : (1998), Modern Public Economics
- Rosen, Harway, S. - Public Finance, IVth Edn. Irwin.

References:

- Mueller, D.C. (1979), Public Choice, Cambridge University Press, Cambridge
- Brown, C.V. and Jackson - Public Sector Economics
- Raja J. Chellia et al. - Trends in Federal Finance
- D.N. Dwivedi, Readings in India Public finance
- Government of India, Report of the 13th Finance Commission
- Economic Survey, Government of India (latest).
- State Finances: A Study of Budgets, Reserve Bank of India (latest).

CORPORATE SOCIAL RESPONSIBILITY

Course Code: BBA 382
C:03

L:2, T:1, P/FW:0

Course Objective:

To make students understand the concept, theories and application of CSR for the Development of the Society.

Course Contents:

Unit-1: Introduction to CSR

Meaning and Definition, History of CSR, Concepts of Charity, Corporate philanthropy, Corporate Citizenship, Sustainability and Stakeholder Management. Environmental aspect of CSR Chronological evolution and Models of CSR in India Carroll's model Major codes on CSR Initiatives in India.

Module II: CSR-Legislation in India and the World

Section 135 of Companies Act 2013.Scope for CSR Activities under Schedule VII, Appointment of Independent Directors on the Board, and Computation of Net Profit's Implementing Process in India.

Module III: The Drivers of CSR in India

Market based pressure and incentives, civil society pressure, the regulatory environment in India Counter trends, Review of current trends and opportunities in CSR, Review of successful corporate initiatives and challenges of CSR. Case Studies of Major CSR Initiatives

Module IV: Identifying key stakeholders of CSR

Role of Public Sector in Corporate, government programs, Nonprofit and Local Self Governance in implementing CSR, Global Compact Self-Assessment Tool, National Voluntary Guidelines by Govt. of India, Roles and responsibilities of corporate foundations.

Module V: Review current trends and opportunities in CSR. and Corporate Governance

CSR as a Strategic Business tool for Sustainable development. Review of successful corporate initiatives & challenges of CSR. Case Studies of Major CSR Initiatives. Corporate Governance

Evaluation:

Examination Scheme:

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

William B. Werther Jr. and David Chandler, *Strategic Corporate Social Responsibility: Stakeholders in a Global Environment, Second Edition*, Sage Publications, 2011

Sanjay K Agarwal, *Corporate Social Responsibility in India*, Sage Publications, 2008

Corporate Social Responsibility: Concepts and Cases: The Indian - C. V. Baxi, Ajit Prasad

Mallin, Christine A., Corporate Governance (Indian Edition), Oxford University Press, New Delhi.

Blowfield, Michael, and Alan Murray, Corporate Responsibility, Oxford University Press.

Francesco Perrini, Stefano, and Antonio Tencati, Developing Corporate Social

Responsibility-AEuropean Perspective, Edward Elgar. University of Delhi.

Sharma, J.P., Corporate Governance, Business Ethics & CSR, Ane Books Pvt Ltd, New Delhi.

ENVIRONMENT STUDIES

Course Code: EVS001

Credit Units: 04

Course Objective:

The term environment is used to describe, in the aggregate, all the external forces, influences and conditions, which affect the life, nature, behaviour and the growth, development and maturity of living organisms. At present a great number of environment issues, have grown in size and complexity day by day, threatening the survival of mankind on earth. A study of environmental studies is quite essential in all types of environmental sciences, environmental engineering and industrial management. The objective of environmental studies is to enlighten the masses about the importance of the protection and conservation of our environment and control of human activities which has an adverse effect on the environment.

Course Contents:

Module I: The multidisciplinary nature of environmental studies

Definition, scope and importance

Need for public awareness

Module II: Natural Resources

Renewable and non-renewable resources:

Natural resources and associated problems

Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.

Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.

Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.

Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles.

Module III: Ecosystems

Concept of an ecosystem

Structure and function of an ecosystem

Producers, consumers and decomposers

Energy flow in the ecosystem

Ecological succession

Food chains, food webs and ecological pyramids

Introduction, types, characteristic features, structure and function of the following ecosystem:

- a. Forest ecosystem
- b. Grassland ecosystem
- c. Desert ecosystem
- d. Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

Module IV: Biodiversity and its conservation

Introduction – Definition: genetic, species and ecosystem diversity

Biogeographical classification of India

Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values

Biodiversity at global, national and local levels

India as a mega-diversity nation

Hot-spots of biodiversity

Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts

Endangered and endemic species of India

Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

Module V: Environmental Pollution

Definition

- Causes, effects and control measures of:

- a. Air pollution
- b. Water pollution
- c. Soil pollution
- d. Marine pollution
- e. Noise pollution
- f. Thermal pollution
- g. Nuclear pollution

Solid waste management: Causes, effects and control measures of urban and industrial wastes.

Role of an individual in prevention of pollution.

Pollution case studies.

Disaster management: floods, earthquake, cyclone and landslides.

Module VI: Social Issues and the Environment

From unsustainable to sustainable development

Urban problems and related to energy

Water conservation, rain water harvesting, watershed management

Resettlement and rehabilitation of people; its problems and concerns. Case studies.

Environmental ethics: Issues and possible solutions

Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.

Wasteland reclamation

Consumerism and waste products

Environmental Protection Act

Air (Prevention and Control of Pollution) Act

Water (Prevention and control of Pollution) Act

Wildlife Protection Act

Forest Conservation Act

Issues involved in enforcement of environmental legislation

Public awareness

Module VII: Human Population and the Environment

Population growth, variation among nations

Population explosion – Family Welfare Programmes

Environment and human health

Human Rights

Value Education

HIV / AIDS

Women and Child Welfare

Role of Information Technology in Environment and Human Health

Case Studies

Module VIII: Field Work

Visit to a local area to document environmental assets-river / forest/ grassland/ hill/ mountain.

Visit to a local polluted site – Urban / Rural / Industrial / Agricultural

Study of common plants, insects, birds

Study of simple ecosystems-pond, river, hill slopes, etc (Field work equal to 5 lecture hours)

Examination Scheme:

| Components | CT | HA | S/V/Q | A | EE |
|---------------|----|----|-------|---|----|
| Weightage (%) | 15 | 5 | 5 | 5 | 70 |

Text & References:

- Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
- Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad 380 013, India, Email:mapin@icenet.net (R)
- Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
- Clark R.S., Marine Pollution, Clarendon Press Oxford (TB)
- Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumbai, 1196p
- De A.K., Environmental Chemistry, Wiley Eastern Ltd.
- Down to Earth, Centre for Science and Environment (R)
- Gleick, H.P. 1993. Water in Crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
- Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)

- Heywood, V.H & Waston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
- Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p.
- Mckinney, M.L. & School, R.M. 1996. Environmental Science Systems & Solutions, Web enhanced edition. 639p.
- Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB)
- Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
- Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p
- Rao M N. & Datta, A.K. 1987. Waste Water treatment. Oxford & IBH Publ. Co. Pvt. Ltd. 345p.
- Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
- Survey of the Environment, The Hindu (M)
- Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science
- Trivedi R.K., Handbook of Environmental Laws, Rules Guidelines, Compliances and Standards, Vol I and II, Enviro Media (R)
- Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB)
- Wanger K.D., 1998 Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p

AANANDAM-III

Course Code: AND003

L:0, T:0, P/FW:0 C:03

Aanandam is a credited subject that aims to instill **the joy of giving** and sharing in young people through community participation, helping them to be responsible citizens and be initiators of change for a healthy society. A daily act of goodness and charity will infuse the habit of community service in students. The faculty will emphasize shift in focus-Happiness is not in acquiring things, but permanent happiness comes from giving, sharing, and caring for someone.

The faculty will inspire students for Individual Social Responsibility (ISR) and will inculcate the qualities of compassion, an open mind, a willingness to do whatever is needed and positive attitude in students. Imagination and Creativity are to be appreciated. An aim and a vision are to be developed in students.

OUTCOME OF AANANDAM COURSE

The student should develop:

- Awareness and empathy regarding community issues
- Interaction with the community and impact on society
- Interaction with mentor and development of Student teacher relationship
- Interaction among students, enlarge social network
- Cooperative and Communication skills and leadership qualities
- Critical thinking, Confidence and Efficiency

AANANDAM: COMMUNITY SERVICE

- Community service programs are very effective for students' **personal** and **social**, ethical, and **academic** development. These effects depend on the characteristics of the programs chosen
- Involvement of students in community work has an impact on development of student **skills, creativity, critical thinking, and innovative powers. Passion and Positivity** are basic requirements for Community service
- They would **examine social challenges** /problems, **assess the needs** of the community, **evaluate** previous implemented projects, and **think of further solutions**
- They would learn to cooperate and collaborate with other agencies and inculcate leadership qualities.

ABOUT AANANDAM COURSE

Students are expected to engage in:

- An individual act of goodness – caring, sharing and giving (time and energy) everyday group activity – a project in service of the local community (Group Community Service Project)
- Aanandam Day- will be celebrated once a month in the last week as decided by Director/HoIs.
- **It is a credited subject. Marks/ Grades both will be entered in the marks sheet as per the university rules.**
- Two credits for a project in each semester
- 50 marks for each project to be completed in 4 Months.

DIRECTIONS FOR STUDENTS

- Do at least one individual act of goodness each day and Record this act in a dedicated diary/register
- Share this dedicated diary/register in a 30-minute **Anandam period** with the mentor and share your experience with the class
- Students in **Semester scheme** must take up one Group Community Service Project per semester

- Students in **Annual scheme** must take up two Group Community Service Projects per year
- Take one Group Community Service Project from **August to November**
- Take one Group Community Service Project from **January to April**
- The students must take photographs to document their work
- The students can obtain certificate from the NGO/ Government Agency they are working with for Group Community Service Project
- The students may submit newspaper cuttings
- The students must participate in the **Aanandam Day** by displaying charts of their Group Community Service Project
- They can make power point presentations of their project which will help them get better grades

PROJECTS: SUGGESTIVE LIST

The students and mentor as per their interest would support activities of community service such as:

- literacy programs, in today's digital age many organizations/individuals might also need help with email and websites
- livelihood projects,
- time giving activities to adopted communities (awareness regarding Govt. programmes) sports like yoga, meditation, drills, and physical exercises in adopted areas
- activities on arts and culture such as restoration of traditional art and culture and monuments.
- understand their responsibility in taking care of environment and appreciating cultural diversity
- While some students would be interested in awareness about environment such as protecting and preserving natural resources and animal species (the flora and the fauna). Plantation and animal care centers
- A few would be concerned with healthcare like medical and dental missions, first-aid training, etc.
- Another group may be formed for attending to old people (who have money but need assistance for market and groceries) [Time Bank]
- Another group may be formed for civic activities, awareness programmes.
- Local social problems to be taken up and solutions devised
- Innovations and Startups to be encouraged
- help plant a community garden, help out at a children's camp

THE PROJECT REPORT

The project report should be guided by the mentor and shall contain:

- **Synopsis:** clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants are to** be given (name of mentor, name of participants, phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date
- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)
- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any
- Students should also submit their certificates from the government bodies and or nongovernment bodies they collaborate with, if any
- Photographs of **Display charts** or **ppt/video** prepared while presentation on the group community service in the **Aanandam Day** must be submitted along with the report

- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.
- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page
- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

PROCEDURE FOR EVALUATION

- **Project Assessment Committee** will assess the Group Community Service Project Report
- submitted by the students, in the duly filled given format, based on:
- Submission of the student dedicated daily diary as per student attendance norms
- students' performance and interaction with the community
- presentation of the project report
- impact on society and the course outcome results

Format for evaluation by Project Assessment Committee (Total max marks 50)

- Submission of register of everyday activity mandatory (if register is not submitted by the student, he/she will not be evaluated and considered for the award)
- Report contains presentation /video (**max.10 marks**)
- Photographs of Students' participation and involvement of community (**max.10 marks**)
- Problem solving and challenging issues addressed/ innovation (**max. 30 marks**)

EVALUATION: GRADES EQUIVALENCE

Project Assessment Committee constituted will assess the projects

For 4 months Group Community Service Project the grade equivalence is as follows:

Total: 64 Hrs

Grading Marks

C grade =32 hrs

B grade >32hrs to <=44hrs

A grade >44hrs to<=54hrs

O grade >54hrs to<=64hrs

BUSINESS COMMUNICATION - I

Course Code: BCS 301

Credit Units: 01

Course Objective:

To form written communication strategies necessary in the workplace.

Course Contents:

Module I: Introduction to Writing Skills

Effective Writing Skills
Avoiding Common Errors
Paragraph Writing
Note Taking
Writing Assignments

Module II: Letter Writing

Types
Formats

Module III

Memo
Agenda and Minutes
Notice and Circulars

Module IV: Report Writing

Purpose and Scope of a Report
Fundamental Principles of Report Writing
Project Report Writing
Summer Internship Reports

Examination Scheme:

| Components | CT1 | CT2 | CAF | V | GD | GP | A |
|----------------------|------------|------------|------------|----------|-----------|-----------|----------|
| Weightage (%) | 20 | 20 | 25 | 10 | 10 | 10 | 5 |

CAF – Communication Assessment File

GD – Group Discussion

GP – Group Presentation

Text & References:

- Business Communication, Raman – Prakash, Oxford
- Creative English for Communication, Krishnaswamy N, Macmillan
- Textbook of Business Communication, Ramaswami S, Macmillan
- Working in English, Jones, Cambridge
- A Writer's Workbook Fourth edition, Smoke, Cambridge
- Effective Writing, Withrow, Cambridge
- Writing Skills, Coe/Rycroft/Ernest, Cambridge
- Welcome!, Jones, Cambridge

BEHAVIOURAL SCIENCE - III

Course Code: BSS 303

L:1, T:0, P/FW:0 C:01

Course Objective:

This course aims at imparting an understanding of:

- Interpersonal communication and relationship.
- Strategies for healthy interpersonal relationship
- Effective management of emotions.
- Building interpersonal competence.

Course Contents:

Module I: Interpersonal Communication

Importance of Behavioural/ Interpersonal Communication; Types – Self and Other Oriented; Rapport Building – NLP, Communication Mode; Steps to improve Interpersonal Communication

Module II: Transactional Analysis

Transactional Analysis; Life Position/Script Analysis; Games Analysis; Interactional and Transactional Styles

Module III: Bridging Individual Differences

Understanding individual differences; Bridging differences in Interpersonal Relationship – TA; Communication Styles

Module IV: Conflict Management and Negotiation

Meaning and Nature of conflicts; Styles and techniques of conflict management; Meaning of Negotiation; Process and Strategies of Negotiation; Interpersonal Communication: Conflict Management and Negotiation

Module V: Impression Management

Meaning & Components of Impression Management; Impression Management Techniques ; Impression Management Training-Self help and Formal approaches

Evaluation Criteria:

| S. N. | Evaluation Component | Weightage % | Tentative Schedule |
|-------|--------------------------------|-------------|---------------------|
| 1 | Social Awareness Program (SAP) | 25 | End of semester |
| 2 | Journal of Success | 10 | Throughout Semester |
| 3 | Attendance | 05 | Throughout Semester |
| 4 | Workshop Assessment | 45 | After every session |
| 5 | Student Assignment | 15 | End of semester |
| Total | | 100 | |

Text & References:

- Vangelist L. Anita, Mark N. Knapp, Inter Personal Communication and Human Relationships: Third Edition, Allyn and Bacon
- Julia T. Wood. Interpersonal Communication everyday encounter
- Beebe, Beebe and Redmond; Interpersonal Communication, 1996; Allyn and Bacon Publishers.
- Rosenfeld, P., Giacalone, R.A. and Catherine, A.R. (2003). Impression Management: Building and Enhancing Reputations at Work. Thomson Learning, Singapore.

FRENCH - III

Course Code: FLN 301

Credit Units: 02

Course Objectives:

To familiarize the students of French Language with:

1. the time
2. daily routine
3. the date
4. the work & the hobbies

Course Contents

Unit 3: (français.com (Débutant)) Pg: 42-56

A. Lexical:

- time
- verbs : open, close, start, finish
- the stage of a day
- games and sports
- daily activities at work, division of work-hobbies
- the calendar: months, seasons, dates, days of the week
- climate, weather
- expressions on telephone
- salutations in an e-mail

B. Grammar:

- Questions with « at what time »?
- demonstrative adjectives
- pronominal verbs in present
- les prepositions of: to go to or to come from
- adverbs de frequency
- Why...? Because...
- expressions indicating the date
- impersonal verbs
- verb “can” (+ infinitive)
- Monday, next Monday

EXAMINATION SCHEME

Total: 100 marks

| Continuous Evaluation (Total 50 Marks) | | | | | End Sem Evaluation (Total 50 Marks) |
|--|---------------|--------------|-----------|------------|--|
| Quiz | Mid Term Test | Presentation | Viva Voce | Attendance | End-Term Exam |
| 10 | 15 | 10 | 10 | 5 | 50 |

Text & References:

Penformis, J. (2007), Français.com (Débutant). Paris: CLE International

Français.com (Débutant), livre de professeur

<http://apprendre.tv5monde.com/>

Larousse Dictionnaire français-anglais anglais-français (French Dictionary),
W.R.Goyal

Supplementary Materials are given in form of photocopies

GERMAN - III

Course Code: **FLG 301**

Credit Units: **02**

Course Objectives:

After successful completion of this semester, students will be able to:

- describe furniture in a room.
- ask question related to time like when, from when etc.
- tell time (formal and informal)
- how to make calls on phone
- can excuse for cancel appointments.
- speak about their daily routine.

Course Contents

Vocabulary:

- Furniture
- Days and months name
- Time vocabulary like 15 min, quarter, minute, seconds.
- Adjectives use to describe furniture.

Grammar:

- Past participle of verb had
- Usage of negation like **not = nicht; kein= not a single.**
- Preposition of time.
- Use of adjective in sentences.
- Introduction and use of separable verbs

EXAMINATION SCHEME

Total: 100 marks

| Continuous Evaluation (Total 50 Marks) | | | | | End Sem Evaluation (Total 50 Marks) |
|--|---------------|--------------|-----------|------------|--|
| Quiz | Mid Term Test | Presentation | Viva Voce | Attendance | End-Term Exam |
| 10 | 15 | 10 | 10 | 5 | 50 |

Prescribed Text-Book: First 10 Lessons from Deutsch als Fremdsprache -1B, INBH & Oxford, New Delhi, 1977

References: Studio D A1 by Hermann Funk, Christina Kuhn and Silke Demme, Cornelsen, 2013

Tangram A1 by Rosa Maria Dallapiazza, Eduard von Jan & Till Schoenherr, Max Hueber, 2007

Sprachtraining A1 by Rita Maria Niemann, Dong Ha Kim, Cornelsen, 2013

Dictionaries for reference: **Studio D: Glossar A1 - Deutsch – Englisch**, Cornelsen, 2013

<http://www.duden.de/woerterbuch>

Materials are given in form of photocopies if felt to be necessary

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SPANISH – III

Course Code: FLS 301

Credit Units: 02

Course Objectives:

- To enable the students to talk about a place like, class room, market, neighborhood and location of thing with the use of prepositions.
- To talk about one's likes/dislikes, how one is feeling, to express opinions, pain and illness.
- Time and date
- Speaking about prices/currency/ market and quantity.
- Counting above 100,
- To discuss near future plans

Course Content

Vocabulary:

Vocabulary pertaining to describe people/ place /objects, Illness, Currency, Market etc. preferences, opinions , body parts etc.

Grammar:

Introduction of stem changing irregular verbs

Introduction of prepositions (Cerca de/ lejos de/ encima de etc.)

Present continuous tense (**Estar+ gerundio**)

Introduction of third person verbs Gustar/Parecer/Encantar/ Doler etc

Interrogatives – How much/ How many

Introduction of irregular verbs.

Immediate future plans (Ir a + verbo)

Examination Scheme:

Total: 100 marks

| Continuous Evaluation (Total 50 Marks) | | | | | End Sem Evaluation (Total 50 Marks) |
|--|---------------|--------------|-----------|------------|-------------------------------------|
| Quiz | Mid Term Test | Presentation | Viva Voce | Attendance | End-Term Exam |
| 10 | 15 | 10 | 10 | 5 | 50 |

Skills Evaluated: Writing, Comprehension, grammar, and Vocabulary

Text & References:

Nuevo Español Sin Fronteras (ESF1) by Jesús Sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005

Pasaporte Nivel (A1) by Matilde Cerralzoza Aragón, Oscar Cerralzoza Gilli, Begoña Llovet Barquero, Edelsa Group didascalía, S.A. 2005

Dictionaries for reference: Collins, www.wordreferences.com.

Essential materials are given in the form of photocopies.

CHINESE – III

Course Code: FLC 301

Credit Units: 02

Course Objectives:

On the completion of third semester the students will be able to attain the proficiency of HSK-I and they will be able to

- Read Chinese words, phrases and simple sentences both in Pin Yin and Characters given in the text.
- Write Chinese Characters and sentences.
- Speak Chinese dialogues from various fields of day to day life.
- Listen and understand simple Chinese words and dialogues used in syllabi.
- Carry out conversation in the target language.
- Manipulate basic grammatical structures such as: 在, 是, 有 sentence, etc.
- Master and use most essential vocabulary items of day to day use and programme specific vocabulary; approx 100 Characters including 50 characters of HSK level -I.

COURSE CONTENTS

1. Description of size
2. Description of quantity
3. Asking and replying questions on shopping
4. Asking and replying questions on Communication
5. Conversation Related to Study
6. Conversation Related to Work
7. Expression of Simple Feelings
8. Listening of dialogues
9. Conversation based on dialogues
10. Programme Specific Vocabulary & Expressions
11. Chinese CBT Package
12. Chinese Festivals (In English)

VOCABULARY CONTENTS

1. Vocabulary will include approx 100 Characters including 50 Characters of HSK-I level.
2. Vocab related to size, quantity, shopping, communication, study, work and simple feelings and Programme Specific Vocabulary will be covered during this semester.
3. By the end of third semester the students will be able to master all 150 characters set for the HSK level-I.

GRAMMATICAL CONTENTS

1. Antonyms
2. Prepositional phrases
3. The object of 在, 从
4. Complement of degree
5. Preposed object
6. Verb 在
7. 有 and 是 indicating existence
8. Question of type (4)
9. The 是 sentence type (2).
10. Sentence with a verb taking two objects

EXAMINATION SCHEME

Total: 100 marks

| | |
|---|--|
| Continuous Evaluation (Total 50 Marks) | End Sem Evaluation (Total 50 Marks) |
|---|--|

| Quiz | Mid Term Test | Presentation | Viva Voce | Attendance | End-Term Exam |
|-------------|----------------------|---------------------|------------------|-------------------|----------------------|
| 10 | 15 | 10 | 10 | 5 | 50 |

Text & References

1. Learn Chinese with me book-I (Major Text book), People's Education Press
2. Elementary Chinese Reader Book-I
2. Chinese reader (HSK Based) book-I
3. Module on Programme specific vocab.

MANAGEMENT INFORMATION SYSTEMS

Course Code: BBA 303

Credit Units: 03

Course Objective:

This course focuses on the relationships among management, information, and systems as well as the relationship between a manager's need for information and his/her position in the organization, how hardware, software, data, people, and procedures are combined to form an information system, how information technology can be used by a business organization to gain a competitive advantage why a knowledge of information systems is crucial to anyone who plans a career in business Organization.

Course Contents :

Module I: Organizations, Management and Information

Meaning of MIS, Components of MIS, IS in Business, Data Information and knowledge, Characteristics of Information in context, Issues with Information, System and Subsystems, Organization as a System, Different Organizational Structures: Hierarchical Structure – (Different Levels of Management, Information disposition at different levels), Matrix Structure, Business Process (Management, Operational and Support).

Module II: Information Technology Architecture

Managing Hardware Assets – Considerations in Procurement and installation, Managing Software Assets – Consideration in procurement and configuration, Data Resource Management (Database Management System – Types and Structure of Database, Data Warehousing – Phases in building Data Warehouses in an organization, Data Mining – Data Mining Applications, Data Banking)

Module III: Management and Organizational Support Systems for the Firm

Information, Decision and Management, Decision Support System (Phases in Decision Making, Problems and Decision Types, DSS components, and Analytical Models in Decision Making), Executive Information System – Characteristics and benefits, Managing Knowledge (Knowledge Engineering, Knowledge Management Activities and Knowledge Representation Methodologies), Artificial Intelligence (Domains of AI, AI in Business), Expert System (Components, Benefits and Limitations, Suitability Criteria for ES)

Module IV: Building Information Systems in the Digital Firm

Organizational Planning – Planning at distinct Managerial Levels, Approaches in Planning (Top Down, Bottom Up, Planning through CSF), IT and IS Planning – Prerequisites and factors, IT and IS Architecture (Centralized, Decentralized and Distributed), Implementing IT and IS (Factors and Resistance in implementation), Change Management with BPR, System Development (System Development Life Cycle-Overview, Prototyping), Evaluating Factors for IT and IS services.

Module V: Managing Information Systems In The Digital Firm

Managing Security (Security Challenges of IT, Business and Technological Ethics), Computer Crime (Tools for Computer Crime, Tools for Security Management), IS Security Management Control (Information System Control, Auditing the Security), Managing World Wide Information System (Managing Multi Site IT and IS – Cultural and Technical Differences), World Wide IT and IS Strategies (Multinational, International and Global Strategies)

Module VI: Key System Applications For The Digital Age.

Enterprise Systems – Supply Chain Management & Customer Relationship Management Systems, Using Enterprise Applications and Achieving Operational Excellence & Customer Intimacy, E-Commerce: Digital Market & Digital Goods, M-Commerce: Services & Applications, Enterprise Applications: New Opportunities and Challenges.

Examination Scheme:

| | | | | |
|---------------|----|---|----|----|
| Components | CA | A | CT | EE |
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

Text:

- Data Communication and Teleprocessing System, Trevor Housley

References:

- Data Communication and Distributed Networks, Uyles D. Black

BUSINESS LAW

Course Code: BBA 306

Credit Units: 03

Course Objective:

The objective of the course is to acquaint the students with the fundamentals of business related laws, which have an important role over smooth conduct of business.

Course Contents:

Module I: Legal Environment of Business

Environment of Business, Its importance, Legal environment of business.

Module II: Indian Contract Act, 1872

Nature and kinds of Contracts, Concepts related to offer, Acceptance and Consideration, Principles Governing Capacity of Parties and Free Consent, Legality of Objects, Performance and Discharge of Contract, Breach of Contract and its Remedies, Basic Elements of Law Relating to Agency, Guarantee and Pledge.

Module III: Indian Sale of Goods Act, 1930

Sale and Agreement to Sell, Hire Purchase – Pledge – Mortgage –Hypothecation Lease. Goods – Different types of Goods, Passing of Property in Goods, Conditions and Warranties, Doctrine of Caveat emptor, Rights of an unpaid Seller.

Module IV: Negotiable Instruments Act, 1881

Meaning of Negotiability and Definition of Negotiable Instruments, Features, Cheques, Bill of Exchange and Promissory Note, Holder in Due Course, Crossing of Cheques, Endorsement and Dishonour of Cheques.

Module V: Elements of Company Law

Meaning and types of companies, Formation of a company, Memorandum and Articles of Association, Prospectus and Issue of Shares, Share Capital and Shareholders, Company Meetings and Proceedings, Powers and Liabilities of Directors ,meeting ,Managerial Remuneration and Winding up of Company.

Module VI: Consumer Protection Act 1986 and Torts

Need for Consumer Protection – Meaning of Consumer – Different Redressal Forums for Consumers, Rights of Consumers, Unfair Trade Practices, and Procedure for Filing Complaints. Meaning of tort, Application of Tortious Liability in Business Situations.

Examination Scheme:

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

Text:

- Mercantile Law N.D. Kapoor
- Prof(Cmde) P.K Goel ,Business Law for managers Biztantra

References:

- Dr S M Shukla and Dr O P Gupta Mercantile Law
- S S Gulshan Excel Book Mercantile Law
- Maheshwari & Maheshwari .Business Law

FINTECH AND NEW INITIATIVES

Course Code: BBA 383

L:2, T:1, P/FW:0 C:03

Course Objective:

The course aims at introducing participants with the technology enabled innovation in the field of finance. The course is intended to provide the basic knowledge to AI, Robotics, Mechanics, and digitization of money and other digital developments in financial system globally.

Course Contents:

Module I: Introduction to FinTech and related innovation

Introduction to digitization and mechanics and the impact on the financial system. Overview of multiple technology based financial innovation over the time. Pros and cons of FinTech.

Module II: Artificial intelligence & technology

Introduction to Artificial intelligence platforms: Machine learning, Application Programming Interface (API): tools and processes.

Robo Advisory: Robo-advisory Platforms and Architecture, Building a Robo Advisory Platform, Unicorns of Robo-advisory and business models, State of Robo-advisory in India

Module IV: Banking, Payment and Credit

BFSI Value chain, Issues with traditional banking, Introduction to BankTech, online and digital banking, KYC, Credit cards, credit scoring and alternative data, market place learning, Payment system: payment methods and trends. Financial inclusion and FinTech

Module IV: Investments & Digitization

Crowdfunding - Regards, Charity and Equity, asset allocation using technology, FinTech in capital market. Cryptography, Block chain technology. InsureTech: Visual computing, sensor and telematics, pricing, underwriting, claim settlement and policy administration using technology

Cryptocurrencies Primer, Bitcoin and Applications, Cryptocurrencies and Digital Crypto Wallets, Types of Cryptocurrencies, Cryptocurrencies and Applications, Initial Coin Offering (ICO), Importance of ICO in Alternative Finance.

Module V: Privacy & Financial Data

Encryption and information security, disruptive technology cases, Cyber security, fraud, crime, law enforcement. FinTech operational, technology and regulatory risk. Policy implication. Regulations for Cryptos and tokens.

Examination Scheme

| Components | CPA | T | Q/S/CA | A | ME | EE |
|---------------|-----|---|--------|---|----|----|
| Weightage (%) | 30 | - | - | 5 | 15 | 50 |

Text & References:

- Agustin Rubini, “Fintech in a Flash: Financial Technology Made Easy”, Zaccheus, 3rd Edition, 2018
- Susanne Chishti and Janos Barberis, “ The FINTECH Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries”, John Wiley, 1st Edition, 2016
- Theo Lynn, John G. Mooney, Pierangelo Rosati, Mark Cummins, “Disrupting Finance: FinTech and Strategy in the 21st Century”, Palgrave, 1st edition, 2018
- Abdul Rafay, “FinTech as a Disruptive Technology for Financial Institutions”, IGI Global, January, 2019
- Bernardo Nicoletti , The Future of FinTech: Integrating Finance and Technology in Financial Services, Palgrave Macmillan, August, 2018

FINANCIAL MANAGEMENT – II

Course Code: BBA 401

Credit Units: 03

Course Objective:

The objective of this course is to develop an understanding of short term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

Course Contents:

Module I: Introduction

Financial Environment, Indian Financial System (Meaning, importance and role).

Module II: Sources of finance

Sources of finance – Debt: Term Loans, Debentures. Equity: Ordinary Shares. Hybrid: Preference, Warrants, Convertible securities. International Sources: FII, FDI, PE, Euro Markets, External Commercial Borrowings, ADRs, GDRs. An Introduction to: Venture capital, leasing, Hire purchase, Micro financing, International Cash Management, Financing of imports and exports, Functions of ECGC and Exim bank

Module III: Cost of capital

Concept significance assumptions, Computation of cost of capital of various sources: Equity, Debt, Reserve & Surplus and Preference shares. Weighted average cost of capital. Book value weights v/s market value weights.

Module IV: Leverage Analysis

EBIT-EPS analysis, Leverage Analysis: Operating Leverage, Financial Leverage & Combined Leverage.

Module V: Capital Structure Theories

Factors affecting Capital Structure decisions, Theory of Capital Structure Decisions, MM Theory, NI, NOI and traditional theory, Pecking order theory.

Module VI: Dividend Decisions

Importance of dividend decisions, Theories of Dividend decisions: Irrelevance theory, optimal dividend decision, relevance theory, Issues in dividend policy: Bonus Shares, Stock Splits & Buyback of shares. Tax considerations.

Examination Scheme:

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

Text:

- Pandey, I .M. Ninth Edition, Financial Management, Vikas Publishing House Pvt. Ltd.

References:

- Chandra, P. Fundamentals of Financial Management, Sixth Edition, Tata McGraw Hill.
- Brearly R.A. and Myers, S.C. Eighth Edition Principles of Corporate Finance, Tata Mc-Graw Hill
- Horne.V.Tenth Edition, Financial Management and Policy, Prentice Hall of India

MARKETING MANAGEMENT – II

Course Code: BBA 402

Credit Units: 03

Course Objective:

To expose the students to the advance concepts of Marketing and to help them analyze the recurrent issues in Marketing with the help of cases.

Course Contents:

Module I: Product Mix Strategy

Classification of products and strategies for different types of consumer products, New product development process. Product Life Cycle and various strategies. Product Line Decisions, Branding: Concept and Challenges. Packaging and labeling.

Module II: Pricing Considerations and Strategies

Introduction to various objectives of pricing, Pricing Process. Adapting the price: Concept of geographical pricing, promotional pricing, discriminatory pricing. Understanding various pricing strategies and their application.

Module III: Distribution and Logistics Decision

Nature of Marketing Channels, Channel Functions and Flows, Channel Design and Management Decisions, Channel Dynamics. Introduction to Wholesaling, Retailing and Logistics.

Module IV: Deciding on the Marketing Communications Mix

The process of deciding the Marketing communication mix, Marketing communication budget. Introduction to various elements of integrated marketing communications briefly.

Module V: Introduction to global market place

Challenges and opportunities of Globalization. Factors governing entry into foreign markets. Marketing Mix for Global Markets. Trends in international marketing

Examination Scheme:

| | | | | |
|---------------|----|---|----|----|
| Components | CA | A | CT | EE |
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

Text:

- Kotler Philip Marketing Management, Eleventh Edition, Pearson.

References:

- Kotler Philip and Armstrong Gray, Principles of Marketing, Eleventh Edition, Pearson Education.
- Ramaswamy VS, Namakumari S, Marketing Management, Planning Implementation & Control, Third Edition, MacMillan.

RESEARCH METHODOLOGY AND REPORT PREPARATION

Course Code: BBA 403

Credit Units: 03

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. To train the students in evaluating and developing the marketing information system.

Course Contents:

Module I: Introduction

Nature and scope of marketing research, Marketing research as input in decision making process, Marketing research and marketing information system. Applications of marketing research, Planning a research project, Problem identification and formulation of Research Design, introduction to Research Design, Market research on the Internet.

Module II: Data collection methods

Attitudes measurement and scaling techniques, Ratio, Interval, Ordinal and nominal scales, Likert's scale, Thurstone scale, Semantic differentiation method. Observation methods and questionnaire method, Questionnaire design, Steps in constructing a questionnaire, Types of questions, introduction to Projective techniques and perceptual mapping.

Module III: Sampling

Sampling decisions, Sampling frame, Sample selection methods - Probability and non probability, Sample size, sampling error and error in sampling. Application of sampling methods to marketing problems.

Module IV: Data Collection Field Force

Data collection field force, Fieldwork procedure, common sources of error in the fieldwork, minimizing fieldwork errors, Tabulation of collected data.

Module V: Data Analysis

Data analysis-I, Test of significance Z, t, F and chi-square, Data analysis-II, Correlation and regression techniques, Data analysis – III – Cluster Analysis, Introduction to Statistical Package

Module VI: Report Writing

Research presentation and research process examination; Report writing - Types of research report. Examination of the research procedure, Selected applications of marketing research, identifying market segments, Product research, Advertising research.

Examination Scheme:

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

Text:

- Luck, David J and Rubin, Ronald S., Marketing Research, Seventh edition, Prentice Hall of India

References:

- Aaker, David A; Kumar V and George S., Marketing Research, Sixth edition, John Wiley & Sons
- Boyd, Harper W, Westphall, Ralph & Stasch, Stanely F, Market Research – Text & Cases, Richard D. Irwin Inc. Homewood, Illinois.

HUMAN RESOURCE MANAGEMENT

Course Code: BBA 406

Credit Units: 03

Course Objective:

The objectives of this course are to help the students develop an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices in India.

Course Contents:

Module I: Fundamentals of HRM

Introduction, Concept and Functions, Scope and Significance of Human Resource Management, Personnel to HRM, Overview of basic HRM Model, Role and Responsibilities of the Human Resource Manager and essentials of Sound HR Policies.

Module II: Acquisition of Human Resources

Objectives, Policies and Process of Human Resource Planning, Job Analysis, Recruitment (process, methods: internal, external), Selection (process, tests, interviews), Induction, Placement.

Module III: Development of Human Resources

Training and Development(process, methods: On-the job, Off-the job), Evaluation of training(Kirkpatrick model) and Performance Appraisal(concept, significance, process, methods-Graphic rating scales, essays, confidential report, BARS,360 Degree, etc, errors during appraisal, reducing errors).

Module IV: Maintenance of Human Resources

Job Evaluation: concept, process, compensation: concept, components, Designing and Administering the Wage and Salary Structure, Grievance Procedure and Handling.

Module V: Retention and Separation Processes

Procedure of separation: Discharge, Retirement, Layoff, Retrenchment, VRS, Promotion and Transfer, exit interview, attrition and retention (concept, significance, determinants and strategies).

Module VI: Current Issues in HRM

Increased concern for HRM(Sound IR, dual career couples, flexi-working hours, work-from home facility), International Human Resource Management-Managing inter country differences, SHRM, talent management, Employee engagement, competency mapping, HR accounting-cases Indian organizations, HRIS, HR audit.

Examination Scheme:

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

Text:

- Garry Dessler, Human Resource Management, Pearson Publications

References:

- Edward, B Flippo, Personnel Management, Mc Graw hill International Ed.
- Dale Yoder, Personnel Management and Industrial Relation,
- Monappa & Sayiaddin, Personnel Management, Vikas Publishing Company
- Desimone; Human Resource Development, Thomson Learning
- VSP Rao, Human Resource Management, Excel Publications
- K Aswathappa; Human Resource and Personnel Management; McGraw- Hill Companies
- Bohlander; Managing Human Resources; Thomson Learning. Ed. 13 2004

BUSINESS MODELING IN EXCEL

Course Code: BBA 493

Credit Units: 03

Course Objective:

This course is aimed to study the computer programs for business and financial modeling and structuring and solving financial problems using spreadsheets and structured programming techniques. The objective of the course is to develop skills in translating financial models into spreadsheets using Microsoft Excel and to utilize and integrate spreadsheet functionalities, programming, and interfaces in financial applications.

Course Contents:

Module I: Basics of MS Excel

Understanding Basics of Spreadsheet; Sorting Data; Filtering Data; Conditional Formatting; Inserting and Copying Formulas; Freeze Panes; Range Names, Paste Special Command, Text Functions, Count Functions, Text Functions

Module II: Charts

Bar Chart, Line Chart, Column Chart, Pie Chart, Area Chart, Stock Chart, Surface Chart, Doughnut Chart, Scatter Diagram, Bubble Diagram, Radar diagram

Module III: Data Analysis using MS Excel

Basic Pivot Tables, Pivot Charts, What if Analysis: Goal Seek, Data Table, Scenario Manager; Using Data Analysis Tool for Statistical Analysis; Using Solver, NPV, IRR, Inferential Statistics: Chi Square Test, t-test, One Way ANOVA, Correlation & Regression Analysis

Module IV: Advanced functions using MS Excel

Creating and using Macros, sensitivity Analysis, creating profit and loss account, Handling balance sheets through excel

Examination Scheme

?

| Components | CPA | CT | Q/S | A | CE | EE |
|---------------|-----|----|-----|---|----|----|
| Weightage (%) | 15 | 30 | - | 5 | 50 | 0 |

Text & References:

1. Benninga, S. (2000), Financial Modeling, 2nd Ed, MIT Press
2. Microsoft excel 2010 All in One for Dummies by H. Greg, 2010, Willey Publishing, Inc

AANANDAM-IV

Course Code: AND004

L:0, T:0, P/FW:0 C:03

Aanandam is a credited subject that aims to instill **the joy of giving** and sharing in young people through community participation, helping them to be responsible citizens and be initiators of change for a healthy society. A daily act of goodness and charity will infuse the habit of community service in students. The faculty will emphasize shift in focus-Happiness is not in acquiring things, but permanent happiness comes from giving, sharing, and caring for someone.

The faculty will inspire students for Individual Social Responsibility (ISR) and will inculcate the qualities of compassion, an open mind, a willingness to do whatever is needed and positive attitude in students. Imagination and Creativity are to be appreciated. An aim and a vision are to be developed in students.

OUTCOME OF AANANDAM COURSE

The student should develop:

- Awareness and empathy regarding community issues
- Interaction with the community and impact on society
- Interaction with mentor and development of Student teacher relationship
- Interaction among students, enlarge social network
- Cooperative and Communication skills and leadership qualities
- Critical thinking, Confidence and Efficiency

AANANDAM: COMMUNITY SERVICE

- Community service programs are very effective for students' **personal** and **social**, ethical, and **academic** development. These effects depend on the characteristics of the programs chosen
- Involvement of students in community work has an impact on development of student **skills, creativity, critical thinking, and innovative powers. Passion and Positivity** are basic requirements for Community service
- They would **examine social challenges** /problems, **assess the needs** of the community, **evaluate** previous implemented projects, and **think of further solutions**
- They would learn to cooperate and collaborate with other agencies and inculcate leadership qualities.

ABOUT AANANDAM COURSE

Students are expected to engage in:

- An individual act of goodness – caring, sharing and giving (time and energy) everyday group activity – a project in service of the local community (Group Community Service Project)
- Aanandam Day- will be celebrated once a month in the last week as decided by Director/HoIs.
- **It is a credited subject. Marks/ Grades both will be entered in the marks sheet as per the university rules.**
- Two credits for a project in each semester
- 50 marks for each project to be completed in 4 Months.

DIRECTIONS FOR STUDENTS

- Do at least one individual act of goodness each day and Record this act in a dedicated diary/register

- Share this dedicated diary/register in a 30-minute **Anandam period** with the mentor and share your experience with the class
- Students in **Semester scheme** must take up one Group Community Service Project per semester
- Students in **Annual scheme** must take up two Group Community Service Projects per year
- Take one Group Community Service Project from **August to November**
- Take one Group Community Service Project from **January to April**
- The students must take photographs to document their work
- The students can obtain certificate from the NGO/ Government Agency they are working with for Group Community Service Project
- The students may submit newspaper cuttings
- The students must participate in the **Anandam Day** by displaying charts of their Group Community Service Project
- They can make power point presentations of their project which will help them get better grades

PROJECTS: SUGGESTIVE LIST

The students and mentor as per their interest would support activities of community service such as:

- literacy programs, in today's digital age many organizations/individuals might also need help with email and websites
- livelihood projects,
- time giving activities to adopted communities (awareness regarding Govt. programmes) sports like yoga, meditation, drills, and physical exercises in adopted areas
- activities on arts and culture such as restoration of traditional art and culture and monuments.
- understand their responsibility in taking care of environment and appreciating cultural diversity
- While some students would be interested in awareness about environment such as protecting and preserving natural resources and animal species (the flora and the fauna). Plantation and animal care centers
- A few would be concerned with healthcare like medical and dental missions, first-aid training, etc.
- Another group may be formed for attending to old people (who have money but need assistance for market and groceries) [Time Bank]
- Another group may be formed for civic activities, awareness programmes.
- Local social problems to be taken up and solutions devised
- Innovations and Startups to be encouraged
- help plant a community garden, help out at a children's camp

THE PROJECT REPORT

The project report should be guided by the mentor and shall contain:

- **Synopsis:** clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants are to** be given (name of mentor, name of participants, phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date
- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)
- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any

- Students should also submit their certificates from the government bodies and or nongovernment bodies they collaborate with, if any
- Photographs of **Display charts** or **ppt/video** prepared while presentation on the group community service in the **Aanandam Day** must be submitted along with the report
- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.
- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page
- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

PROCEDURE FOR EVALUATION

- **Project Assessment Committee** will assess the Group Community Service Project Report
- submitted by the students, in the duly filled given format, based on:
- Submission of the student dedicated daily diary as per student attendance norms students' performance and interaction with the community
- presentation of the project report
- impact on society and the course outcome results

Format for evaluation by Project Assessment Committee (Total max marks 50)

- Submission of register of everyday activity mandatory (if register is not submitted by the student, he/she will not be evaluated and considered for the award)
- Report contains presentation /video (**max.10 marks**)
- Photographs of Students' participation and involvement of community (**max.10 marks**)
- Problem solving and challenging issues addressed/ innovation (**max. 30 marks**)

EVALUATION: GRADES EQUIVALENCE

Project Assessment Committee constituted will assess the projects

For 4 months Group Community Service Project the grade equivalence is as follows:

Total: 64 Hrs

Grading Marks

C grade =32 hrs

B grade >32hrs to <=44hrs

A grade >44hrs to<=54hrs

O grade >54hrs to<=64hrs

BUSINESS COMMUNICATION - II

Course Code: BCS 401

Credit Units: 01

Course Objective:

To teach the participants strategies for improving academic reading and writing. Emphasis is placed on increasing fluency, deepening vocabulary, and refining academic language proficiency.

Course Contents:

Module I: Social Communication Skills

Small Talk
Conversational English
Appropriateness
Building rapport

Module II: Context Based Speaking

In general situations
In specific professional situations
Discussion and associated vocabulary
Simulations/Role Play

Module III: Professional Skills

Presentations
Negotiations
Meetings
Telephony Skills

Examination Scheme:

| Components | CT1 | CT2 | CAF | V | GD | GP | A |
|----------------------|------------|------------|------------|----------|-----------|-----------|----------|
| Weightage (%) | 20 | 20 | 25 | 10 | 10 | 10 | 5 |

CAF – Communication Assessment File

GD – Group Discussion

GP – Group Presentation

Text & References:

- Essential Telephoning in English, Garside/Garside, Cambridge
- Working in English, Jones, Cambridge
- Business Communication, Raman – Prakash, Oxford
- Speaking Personally, Porter-Ladousse, Cambridge
- Speaking Effectively, Jermy Comfort, et.al, Cambridge
- Business Communication, Raman – Prakash, Oxford

BEHAVIOURAL SCIENCE - IV

Course Code: BSS 403

L:1, T:0, P/FW:0C:01

Course Objective:

- To inculcate an elementary level of understanding of group/team functions
- To develop team-spirit and to know the importance of working in teams

Course Contents:

Module I: Group formation

Definition and Characteristics; Importance of groups; Classification of groups; Stages of group formation
Benefits of group formation

Module II: Group Functions

External Conditions affecting group functioning: Authority, Structure, Org. Resources, Organizational policies etc.; Internal conditions affecting group functioning: Roles, Norms, Conformity, Status, Cohesiveness, Size, Inter group conflict; Group Cohesiveness and Group Conflict; Adjustment in Groups

Module III: Teams

Meaning and nature of teams; External and internal factors effecting team; Building Effective Teams
Consensus Building; Collaboration

Module IV: Leadership

Meaning, Nature and Functions; Self leadership; Leadership styles in organization; Leadership in Teams

Module V: Power to empower: Individual and Teams

Meaning and Nature ; Types of power; Relevance in organization and Society
Evaluation Criteria:

| S. N. | Evaluation Component | Weightage % | Tentative Schedule |
|--------------|--------------------------------|-------------|---------------------|
| 1 | Social Awareness Program (SAP) | 25 | End of semester |
| 2 | Journal of Success | 10 | Throughout Semester |
| 3 | Attendance | 05 | Throughout Semester |
| 4 | Workshop Assessment | 45 | After every session |
| 5 | Student Assignment | 15 | End of semester |
| Total | | 100 | |

Text & References:

- **Organizational Behaviour, Davis, K.**
- Hoover, Judhith D. Effective Small Group and Team Communication, 2002, Harcourt College Publishers
- Dick, Mc Cann & Margerison, Charles: Team Management, 1992 Edition, viva books
- LaFasto and Larson: When Teams Work Best, 2001, Response Books (Sage), New Delhi
- Smither Robert D.; The Psychology of Work and Human Performance, 1994, Harper Collins College Publishers

FRENCH - IV

Course Code: FLN 401

Credit Units: 02

Course Objective:

To familiarize the students of French Language with:

1. telephonic conversation (1)
2. booking of a table in a restaurant/ room in a hotel etc
3. giving an advice, an order, an obligation etc

Course Contents

Unit 4: Pg: 58-72

a. Lexical:

- Equipments and hotel services
- Urban space
- Means of transport
- cardinal points
- building of an enterprise
- visit to a city : public places, centre of interests
- train ticket
- public messages at the station

b. Grammar:

- possessive adjectives(2)
- adjective “ tout” i.e. all
- imperative present (1)
- numbers ordinal
- question with « est- ce que »
- (by) à and en + means of transport
- (in and at) en / au + Country
- verbe: must+ infinitive, to go , to come , to leave
- il faut + infinitive (It is necessary + infinitive)
- it is prohibited to + infinitive
- questions with from where, where, through where, at what, from what

EXAMINATION SCHEME

Total: 100 marks

| Continuous Evaluation (Total 50 Marks) | | | | | End Sem Evaluation (Total 50 Marks) |
|--|---------------|--------------|-----------|------------|--|
| Quiz | Mid Term Test | Presentation | Viva Voce | Attendance | End-Term Exam |
| 10 | 15 | 10 | 10 | 5 | 50 |

Text & References:

Penformis, J. (2007), Français.com (Débutant). Paris: CLE International

Français.com (Débutant), livre de professeur

<http://apprendre.tv5monde.com/>

Larousse Dictionnaire français-anglais anglais-français (French Dictionary),

W.R.Goyal

Supplementary Materials are given in form of photocopies

GERMAN - IV

Course Code: FLG 401

Credit Units: 02

Course Objective:

After successful completion of this semester, students will be able to:

- talk about different professions
- express positive and negative aspect of different professions.
- talk about daily routine of a job
- enquire about direction.
- use preposition in sentences.
- understand the visiting cards etc.

Course Content:

Vocabulary Content:

- Professions
- Workplaces
- Professional Tasks like writing mail, make phone calls etc.
- Locations (right left, etc.)
- Public places

Grammar Content:

- Possessive article in accusative.
- Introducing prepositions in dative, accusativ cases and changing prepositions in dat + acc.
- Usage of preposition : in through, to , at etc

EXAMINATION SCHEME

Total: 100 marks

| Continuous Evaluation (Total 50 Marks) | | | | | End Sem Evaluation (Total 50 Marks) |
|--|---------------|--------------|-----------|------------|--|
| Quiz | Mid Term Test | Presentation | Viva Voce | Attendance | End-Term Exam |
| 10 | 15 | 10 | 10 | 5 | 50 |

Prescribed Text-Book: Lessons from 11 onwards from Deutsch als Fremdsprache -1B, INBH & Oxford, New Delhi, 1977

References: Studio D A1 by Hermann Funk, Christina Kuhn and Silke Demme, Cornelsen, 2013

Tangram A1 by Rosa Maria Dallapiazza, Eduard von Jan & Till Schoenherr, Max Hueber, 2007

Sprachtraining A1 by Rita Maria Niemann, Dong Ha Kim, Cornelsen, 2013

Dictionaries for reference: **Studio D: Glossar A1 - Deutsch – Englisch**, Cornelsen, 2013

<http://www.duden.de/woerterbuch>

Materials are given in form of photocopies if felt to be necessary

SPANISH - IV

Course Code: FLS 401

Credit Units: 02

Course Objective:

- To talk about relations
- To express obligation
- To enquire about direction
- To be able to describe your locality
- Telephonic conversation etiquettes
- Dialogue between two friends/sales man and client etc.

Course Content:

Vocabulary Content:

Family, friends, directions, way (going straight, left, right etc.) Temple, hospital, restaurant, church, hospital, Town hall, parks, shopping mall, etc.

Grammar Content:

Revision of present indefinite, continuous and near future tense.

Double negation – No Nunca, Ningun/a, Nada, nadie etc.

Tener que / Hay que

Expressions with Tener and Estar.

Use of Apetecer, Llevarse bien o mal con alguien / Caer +bien/mal + a alguien

Examination Scheme

Examination Scheme:

Total: 100 marks

| Continuous Evaluation (Total 50 Marks) | | | | | End Sem Evaluation (Total 50 Marks) |
|--|---------------|--------------|-----------|------------|-------------------------------------|
| Quiz | Mid Term Test | Presentation | Viva Voce | Attendance | End-Term Exam |
| 10 | 15 | 10 | 10 | 5 | 50 |

Skills Evaluated: Writing, Comprehension, grammar, and Vocabulary

Text & References:

Nuevo Español Sin Fronteras (ESF1) by Jesús Sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A. 2005

Pasaporte Nivel (A1) by Matilde Cerralzoza Aragón, Oscar Cerralzoza Gilli, Begoña Llovet Barquero, Edelsa Group didascalía, S.A. 2005

Dictionaries for reference: Collins, www.wordreferences.com.

Essential materials are given in the form of photocopies.

CHINESE – IV

Course Code: FLC 401

Credit Units: 02

Course Objectives:

On the completion of Fourth semester the students will be able to consolidate their proficiency of HSK-I and will be able to

- Read Chinese words, phrases and simple sentences both in Pin Yin and Characters given in the text.
- Write Chinese Characters, sentences and small paragraphs.
- Speak Chinese dialogues from various fields of day to day life.
- Listen and understand simple Chinese words and dialogues used in syllabi.
- Carry out conversation in the target language.
- Manipulate basic grammatical structures such as: 疑问代词.etc.
- Master and use most essential vocabulary items of day to day use and office related vocabulary; approx 70 Characters including 50 characters of HSK level –II
- Refer Chinese dictionaries.
- Translate a Chinese paragraph with the help of dictionaries and translation software.

COURSE CONTENTS

1. Revision of Important expressions
2. Expression of welcome
3. Expression of time: past, present & future
4. Expression of right or wrong.
5. Questioning and answering simple questions about medical care
6. Questioning and answering simple questions about sports & entertainment
7. Office related vocabulary , expressions & email writing
8. Referring Chinese dictionaries (hard and electronic dictionaries)
9. Translation with the help of dictionaries & translation software
10. Practice of model test series of HSK-I
11. CBT package
12. Listening
13. Conversation based on above topics
14. Chinese poetry

VOCABULARY CONTENT

1. Vocabulary will include approx 70 Characters including 50 Characters of HSK-II level.
1. Vocab related to welcome, tenses, right wrong etc and office related vocabulary will be covered during this semester.

GRAMMATICAL CONTENT

1. Interrogative pronouns 疑问代词: 什么, 哪儿, 谁, 为什么, 怎么样, 哪, 什么时候, 多少, 几,
2. Money 表示钱数
3. Weight 表示重量
4. Measure words 量词
5. Adverbs 副词
6. 时间副词 : 正在
7. 频率副词 : 再

EXAMINATION SCHEME**Total: 100 marks**

| Continuous Evaluation (Total 50 Marks) | | | | | End Sem Evaluation (Total 50 Marks) |
|---|----------------------|---------------------|------------------|-------------------|--|
| Quiz | Mid Term Test | Presentation | Viva Voce | Attendance | End-Term Exam |
| 10 | 15 | 10 | 10 | 5 | 50 |

Text books & References

1. Learn Chinese with me book-II. (Major Text Book)
2. Module on HSK-II. (suggested reading)
3. Practical Chinese Grammar for foreigners. (suggested reading)
4. Chinese Dictionaries: Chinese to English & English to Chinese. (reference books)
5. Office Talk (suggested reading)

E-COMMERCE

Course Code: BBA 405

Credit Units: 03

Course Objective:

In the changed business environment of today, it has become imperative for businesses to understand, appreciate and learn to create their presence in cyber space. This course focuses on exposing the students to the world of e-commerce, the opportunities, and the threats and teaches them the strategies of making businesses viable and successful.

Course Contents:

Module I: Understanding E-commerce

Electronic Commerce (Overview, Definitions, Advantages, Issues & Constraints), Myths allied with E-Commerce, E-Commerce Vs E-Business, Role of E-Strategy, Value Chain in E-Commerce, E-Commerce Business Models, Managerial Prospective in E-Commerce, E-Governance.

Module II: Technology - The driving force behind E-Commerce

Hardware & Software consideration and implementation, Network resource & internet architecture: Network Client-Server Architecture, Types of Networks, Information Transfer – Packets and protocols, Network Hardware, Network design planning & consideration, Technology & Management Implications, hosting the web site, Wireless technology and Mobile-Commerce, Electronic Data Interchange.

Module III: E-Strategies and Tactics

Building E-Presence, Building life cycle – a website, Web site evaluation and usability testing, Web Portals & Web Services, Internet marketing (pros and cons, techniques, E-Cycle of Internet), E-Commerce Transaction Models (B2B, B2C, C2B, C2C), Integrating E-Commerce & Business Activities (SCM, ERP), E-Core values (Ethical, Legal, Taxation & International Issues).

Module IV: E-Commerce and Payment Systems

Real world Cash, Electronic Money, Analyzing Cash, Cheques and Credit Cards, Internet based payment system (requirement and models), payments methods & its types, B2B & E-Payment, M-commerce and M-Payment, Guidelines to E-Payments, Issues and Implications of E-Payment.

Module V: E-Commerce and Business Applications

E-Commerce Banking (Changing dynamics in banking industry, Home banking implementation approach), Retailing (Online retailing dynamics, Mercantile Models from the consumer's prospective and management challenges), Online Publishing (Edutainment, Advertising), Supply chain Management, Customer Asset Management, Sales force automation, Service and support, Logistics Management.

Module VI: Security Threats with E-Commerce

Security in Cyber Space, Kinds of thefts and Crime, Security protection and recovery, Designing the security, Online Money Laundering, Managerial Implications, Encryption and Basic Algorithms, Authentication and Trust (Digital Signatures & Certificates), Managing Cryptography, Internet Security Protocols and Standards (SSL, HTTPS), Government regulation and security issues.

Examination Scheme:

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

Text:

- Electronic Commerce from Vision to fulfilment, Third Edition, Elias M Awad, Pearson Education

References:

- Electronic Commerce – A manager's Guide, Ravi Kalakota & Andrew B. Shinston, Pearson Education.
- Electronic Commerce - Technologies & Applications, Bhaskar Bharat, Tata McGraw Hill.
- Global E-Commerce, University Press, J. Christopher & T.H.K. Clerk.

RURAL MARKETING

Course Code: BBA 494

L:2, T:1, P/FW:0 C:03

Course Objective:

The objective of the course is to introduce rural market dynamics to the students so that they can learn about rural behavior and factor that differs from urban market.

Course Contents:

UNIT – I : RURAL ECONOMY & DEVELOPMENT :

Rural Economy – Rural – Urban disparities – policy interventions required – Rural face to Reforms – The Development in the last few decades.

UNIT – II : RURAL MARKETING & RURAL BUYING DECISION PROCESS :

Rural Marketing – Concept and Scope – Nature of Rural Markets – Attractiveness of Rural Markets – Rural Vs Urban Marketing - Characteristics of Rural Consumers – Buying Decision Process – Potential and Size of the Rural Markets.

UNIT – III : PRODUCT MIX DECISIONS :

Product Strategy – Product Mix Decisions – Decisions Involved in Product, Branding, Packaging, Product Line and Product Mix Decisions. New Product Development, Product Life Cycle, Competitive product strategies for Rural Markets.

UNIT – IV : PRICING & PROMOTION STRATEGY :

Pricing Strategy – Pricing Policies – Innovative pricing methods for Rural Markets – Promotion Strategy – Appropriate Media – Designing Right Promotion Mix – Promotional Campaigns.

UNIT – V : RURAL DISTRIBUTION :

Distribution – Problems encountered – Selection of appropriate channels – New approaches to reach out rural markets – Electronic applications. Rural Marketing Information System.

Evaluation:

Examination Scheme:

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

1. Balaam Dogra & Karminder Ghuman, Rural Marketing: Concept & Cases, Tata McGraw Hill Publishing Company, New Delhi.
2. CSG Krishnamachary & Lalitha Ramakrishna, Rural Marketing, Pearson Education, Asia
3. A K Singh & S Pandey, Rural Marketing, Indian Perspective, New Age International Publishers
4. Philip Kotler, Marketing Management, Prentice –Hall India Ltd, New Delhi
5. Ruddar Dust Sundaram, Indian Economy, Tata McGraw Hill Publishers, New Delhi

OPERATIONS MANAGEMENT

Course Code: BBA 501

Credit Units: 03

Course Objective:

The course is oriented to familiarize the students with fundamentals of Production and Operations Management, and tools and techniques used in taking decisions in operating and controlling the Production and Service Industries. Further this course will familiarize the students with Quality Management and Current Quality Tools used in Production and Service Industries.

Course Contents:

Module I: Overview of Production and Operation Management

Brief history of Production and Operation Management, The Service Revolution, Definition, Factors Affecting Operations Management, Role- Scope and Function of Production and Operation Management, Criteria of Performance for the Production and Operation Management, Operation Strategies, Effect of Growth of Service Sector on Operations Management.

Module II: Demand Forecasting & Capacity Planning

Qualitative Forecasting Methods (Educated Guess, Consensus, Delphi Method, Historical Analogy, Market Research), Quantitative Forecasting (Linear Regression, Moving Average, Weighted Moving Average, Exponential Smoothing with Numerical), Definition of Production Capacity.

Module III: Facility Location and Facility Layout

Factors Affecting Location Decisions, Quantitative Techniques in Facility Location (Factor Rating Method, Centre of Gravity Method, Load Distance Method, Break Even Analysis Method – Numerical for each method), Utilization of GIS in Plant Location.

Principles of Facility Layout, Types of Layout (Process Layout, Product or Line Layout, Fixed Position Layout), Basics of Line Balancing -No Numerical), Merits and Demerits of Product and Process Layout.

Module IV: Production Planning and Control

Capacity Planning, Aggregate Planning, Master Production Scheduling.

Production Planning and Control Systems (Push System, Pull System).

Job Shop Scheduling and its Criteria (Mean Flow Time, Mean Tardiness, Number of Tardy Jobs - Numerical), Single Processor Job Shop Scheduling (Due Date Method, Shortest Processing Time Method - Numerical).

Two Machines Scheduling – Johnson’s Rule – Numerical,.

General Job Shop Scheduling – Earliest Due Date Method – Numerical.

Module V: Inventory Management, Supply Chain Management & Logistics Management

Basic Concepts of Inventory Management, Lead time, Safety Stock, Elements of Inventory Costs.

Inventory Models – EOQ –Derivation and Numerical, EOQ with Quantity Discount – Numerical, Fixed Order Quantity Model - No Numerical, Fixed Order Period Model - No Numerical.

Basic Concepts, Objectives of Supply Chain Management, Decision Phases in Supply Chain Management.

Basic Concepts of Logistics Management, Warehousing, Material Handling Equipments.

Module VI: Foundations of Quality, Quality Control, TQM

Concept of Quality - Gurus of quality a Comparative Discussion on Edward Deeming, David Juran and Philip Crosby - their Philosophy contribution and limitations.

Statistical Quality Control (Mean and Range Charts, c Chart, p Chart – Numerical), Basic Concepts of Acceptance Sampling, OC Curves – No Numerical.

Basic Concepts of TQM, 5 –S and Kaizen, 6-Sigma.

ISO Standards, and ISO Certification.

Examination Scheme:

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

Text:

- Buffa, E.S, Sarin RK,2008, Modern Production/ Operations Management, John Wiley & Sons

References:

- Chary SN, 2008, Production and Operations Management, McGraw Hill.
- Gaither N, Greg F, 2002, Operations Management, Thompson South Western.
- Everett E., Adam Jr. & Ronald J Ebert, Production and Operation Management, Fifth edition, Prentice Hall of India.
- Monden Y, 1993, Toyota Production System, Industrial Engineering and Management Press – Institute of Industrial Engineering, Norcross, Georgia.

ENTREPRENEURSHIP DEVELOPMENT

Course Code: BBA 596

Credit Units: 03

Course Objective:

The objective of the course is to provide students an understanding of entrepreneurship & the process of creating and growing a new venture. The course also focuses on giving the students the concept of an entrepreneur who is willing to accept all the risks & put forth the effort necessary to create a new venture.

Course Contents:

Module I: Basic Concepts

Qualities, Characteristics of an entrepreneur, Venture idea generation, Ideas and the entrepreneurship, Women entrepreneurs, Preliminary Screening, Drawbacks or Problems of entrepreneurship, Reasons of failure, Overview of setting up an enterprise.

Module II: Project Appraisal

Pre-feasibility Report, Project Report, Comparative Rating of Product ideas, Cash Flow, Financial Analysis and Planning, Sources of Finance. Stages of Project Feasibility Analysis-Market, Technical, Financial, Social Analysis, Project Implementation Stages

Module III: Financial Analysis

Financing the project, Sources of finance, Venture Capital Sources, What Investor looks in the Investment Proposal, Outline for a Venture Capital Proposal. Sources of finance from different banks, Proposal with IDBI etc.

Module IV: Market and Materials Management Analysis

Vendor development, vendor selection decision factors, methods of price determination, direct and hidden cost in material management, market development, market feasibility, activities and decisions in materials management

Module V: Project Management

Steps and procedure for setting up small scale, Role of Banks and Financial Institutions in Development, E-Commerce, E-Business, E-Auction. Project management problems.

Examination Scheme:

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

Text:

- Developing Entrepreneurship, Udai Pareek Sanjeev & Rao T.V, Printers, Ahmedabad
- Issues and Problems: Small: 1, Sharma, S.V.S., Industry Extension Training Institute, Hyderabad

References:

- A Practical Guide to Industrial Entrepreneurs; Srivastave, S.B., Sultan Chand & Sons
- Entrepreneurship Development; Bhanussali, Himalaya Publishing, Bombay

SUMMER TRAINING (EVALUATION)

Course Code: BBA 550

Credit Units: 06

GUIDELINES FOR INTERNSHIP FILE

There are certain phases of every Intern's professional development that cannot be effectively taught in the academic environment. These facets can only be learned through direct, on-the-job experience working with successful professionals and experts in the field. The internship program can best be described as an attempt to institutionalise efforts to bridge the gap between the professional world and the academic institutions. Entire effort in internship is in terms of extending the program of education and evaluation beyond the classroom of a university or institution. The educational process in the internship course seeks out and focuses attention on many latent attributes, which do not surface in the normal class room situations. These attributes are intellectual ability, professional judgment and decision making ability, inter-disciplinary approach, skills for data handling, ability in written and oral presentation, sense of responsibility etc.

In order to achieve these objectives, each student will maintain a file (Internship File). The Internship File aims to encourage students to keep a personal record of their learning and achievement throughout the Programme. It can be used as the basis for lifelong learning and for job applications. Items can be drawn from activities completed in the course modules and from the workplace to demonstrate learning and personal development.

The File will assess the student's analytical skills and ability to present supportive evidence, whilst demonstrating understanding of their organization, its needs and their own personal contribution to the organization.

The layout guidelines for the Internship File

- A4 size Paper
 - font: Arial (10 points) or Times New Roman (12 points)
 - line spacing: 1.5
 - top and bottom margins: 1 inch/ 2.5 cm; left and right margins: 1.25 inches/ 3 cm

The File will include *five sections* in the order described below. The content and comprehensiveness of the main body and appendices of the report should include the following:

1. **The Title Page**--Title - An Internship Experience Report For (Your Name), name of internship organization, name of the Supervisor/Guide and his/her designation, date started and completed, and number of credits for which the report is submitted.
2. **Table of Content**--an outline of the contents by topics and subtopics with the page number and location of each section.
3. **Introduction**--short, but should include how and why you obtained the internship experience position and the relationship it has to your professional and career goals.
4. **Main Body**--should include but not be limited to daily tasks performed. Major projects contributed to, dates, hours on task, observations and feelings, meetings attended and their purposes, listing of tools and materials and their suppliers, and photographs if possible of projects, buildings and co-workers.
5. **Appendices**--include pamphlets, forms, charts, brochures, technical and descriptive literature, graphs and other information related to your Internship experience.

The Main Body will have three sections and will include the following items which will be evaluated for the final assessment:-

1. An analysis of the company/organization in which the student is working
2. A personal review of the student's management skills and how they have been developed through the programme.
3. The research report that the student has prepared on the project assigned to him by the organization. (Incase a student is not assigned a specific research project in the organization, he has to select any one aspect of the organization and prepare a research report on it).

ASSESSMENT OF THE INTERNSHIP FILE

The student will be provided with the Student Assessment Record (SAR) to be placed in front of the Internship File. Each item in the SAR is ticked off when it is completed successfully. The faculty will also assess each item as it is completed. The SAR will be signed by the student and by the faculty to indicate that the File is the student's own work. It will also ensure regularity and meeting the deadlines.

STUDENT ASSESSMENT RECORD (SAR)

| Management File Item | Criteria for successful completion of the item |
|---|---|
| 1. Analysis of organization (1500-2000 words) | <ul style="list-style-type: none"> • Clear presentation of ideas and analysis • Provides an organizational diagram, following organization presentation conventions • Analysis covers the organization's: <ul style="list-style-type: none"> ➤ Business strategy and mission ➤ Structure ➤ Resources and assets ➤ Current financial performance ➤ Leadership/decision-making style ➤ Staffing and skill base ➤ Products/services and customers |
| 2. Personal review of Management skills development (1000-1500 words) | <ul style="list-style-type: none"> • Clear presentation of ideas and analysis • Demonstrate awareness of own management skills • Presents critical analysis of own management effectiveness, supported with examples • Provides evidence of development of specific management skills e.g. strategic, financial, leadership • Explains how new skills and learning have benefited the organization and self |
| 3. Design of Research Project (1500- 2000 words) | <ul style="list-style-type: none"> • Clear presentation of ideas and analysis • Justifies the choice of subject for the research project and why this might be beneficial to the organization • Selects and justifies appropriate research methods for the project • Demonstrate understanding of the key stages in undertaking a research project • Indicates which analytical/statistical tools would be most appropriate and why • The design plan takes account of the resourcing implications of carrying out the research e.g. staffing and other costs |

Examination Scheme:

Report by Student (Internship File)

| | |
|--|-------------|
| a. Organization & Presentation/Language and clarity /substance of Contents covered and Comprehensiveness | 20% |
| b. Research Report | 30% |
| Industry Feedback (continuous) | 20% |
| Presentation & Viva (At the end) | 30% |
| Total | 100% |

AANANDAM-V

Course Code: AND005

L:0, T:0, P/FW:0 C:03

Aanandam is a credited subject that aims to instill **the joy of giving** and sharing in young people through community participation, helping them to be responsible citizens and be initiators of change for a healthy society. A daily act of goodness and charity will infuse the habit of community service in students. The faculty will emphasize shift in focus-Happiness is not in acquiring things, but permanent happiness comes from giving, sharing, and caring for someone.

The faculty will inspire students for Individual Social Responsibility (ISR) and will inculcate the qualities of compassion, an open mind, a willingness to do whatever is needed and positive attitude in students. Imagination and Creativity are to be appreciated. An aim and a vision are to be developed in students.

OUTCOME OF AANANDAM COURSE

The student should develop:

- Awareness and empathy regarding community issues
- Interaction with the community and impact on society
- Interaction with mentor and development of Student teacher relationship
- Interaction among students, enlarge social network
- Cooperative and Communication skills and leadership qualities
- Critical thinking, Confidence and Efficiency

AANANDAM: COMMUNITY SERVICE

- Community service programs are very effective for students' **personal** and **social**, ethical, and **academic** development. These effects depend on the characteristics of the programs chosen
- Involvement of students in community work has an impact on development of student **skills, creativity, critical thinking, and innovative powers. Passion and Positivity** are basic requirements for Community service
- They would **examine social challenges** /problems, **assess the needs** of the community, **evaluate** previous implemented projects, and **think of further solutions**
- They would learn to cooperate and collaborate with other agencies and inculcate leadership qualities.

ABOUT AANANDAM COURSE

Students are expected to engage in:

- An individual act of goodness – caring, sharing and giving (time and energy) everyday group activity – a project in service of the local community (Group Community Service Project)
- Aanandam Day- will be celebrated once a month in the last week as decided by Director/HoIs.
- **It is a credited subject. Marks/ Grades both will be entered in the marks sheet as per the university rules.**
- Two credits for a project in each semester
- 50 marks for each project to be completed in 4 Months.

DIRECTIONS FOR STUDENTS

- Do at least one individual act of goodness each day and Record this act in a dedicated diary/register

- Share this dedicated diary/register in a 30-minute **Anandam period** with the mentor and share your experience with the class
- Students in **Semester scheme** must take up one Group Community Service Project per semester
- Students in **Annual scheme** must take up two Group Community Service Projects per year
- Take one Group Community Service Project from **August to November**
- Take one Group Community Service Project from **January to April**
- The students must take photographs to document their work
- The students can obtain certificate from the NGO/ Government Agency they are working with for Group Community Service Project
- The students may submit newspaper cuttings
- The students must participate in the **Anandam Day** by displaying charts of their Group Community Service Project
- They can make power point presentations of their project which will help them get better grades

PROJECTS: SUGGESTIVE LIST

The students and mentor as per their interest would support activities of community service such as:

- literacy programs, in today's digital age many organizations/individuals might also need help with email and websites
- livelihood projects,
- time giving activities to adopted communities (awareness regarding Govt. programmes) sports like yoga, meditation, drills, and physical exercises in adopted areas
- activities on arts and culture such as restoration of traditional art and culture and monuments.
- understand their responsibility in taking care of environment and appreciating cultural diversity
- While some students would be interested in awareness about environment such as protecting and preserving natural resources and animal species (the flora and the fauna). Plantation and animal care centers
- A few would be concerned with healthcare like medical and dental missions, first-aid training, etc.
- Another group may be formed for attending to old people (who have money but need assistance for market and groceries) [Time Bank]
- Another group may be formed for civic activities, awareness programmes.
- Local social problems to be taken up and solutions devised
- Innovations and Startups to be encouraged
- help plant a community garden, help out at a children's camp

THE PROJECT REPORT

The project report should be guided by the mentor and shall contain:

- **Synopsis:** clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants** are to be given (name of mentor, name of participants, phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date
- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)
- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any

- Students should also submit their certificates from the government bodies and or nongovernment bodies they collaborate with, if any
- Photographs of **Display charts** or **ppt/video** prepared while presentation on the group community service in the **Aanandam Day** must be submitted along with the report
- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.
- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page
- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

PROCEDURE FOR EVALUATION

- **Project Assessment Committee** will assess the Group Community Service Project Report
- submitted by the students, in the duly filled given format, based on:
- Submission of the student dedicated daily diary as per student attendance norms
- students' performance and interaction with the community
- presentation of the project report
- impact on society and the course outcome results

Format for evaluation by Project Assessment Committee (Total max marks 50)

- Submission of register of everyday activity mandatory (if register is not submitted by the student, he/she will not be evaluated and considered for the award)
- Report contains presentation /video (**max.10 marks**)
- Photographs of Students' participation and involvement of community (**max.10 marks**)
- Problem solving and challenging issues addressed/ innovation (**max. 30 marks**)

EVALUATION: GRADES EQUIVALENCE

Project Assessment Committee constituted will assess the projects

For 4 months Group Community Service Project the grade equivalence is as follows:

Total: 64 Hrs

Grading Marks

C grade =32 hrs

B grade >32hrs to <=44hrs

A grade >44hrs to<=54hrs

O grade >54hrs to<=64hrs

BUSINESS COMMUNICATION - III

Course Code: BCS 501

Credit Units: 01

Course Objective:

To equip the participant with linguistic skills required in the field of science and technology while guiding them to excel in their academic field.

Course Contents:

Module I

Reading Comprehension
Summarising
Paraphrasing

Module II

Essay Writing
Dialogue Report

Module III

Writing Emails
Brochure
Leaflets

Module IV: Introduction to Phonetics

Vowels
Consonants
Accent and Rhythm
Accent Neutralization
Spoken English and Listening Practice

Examination Scheme:

| Components | CT1 | CT2 | CAF | V | GD | GP | A |
|----------------------|------------|------------|------------|----------|-----------|-----------|----------|
| Weightage (%) | 20 | 20 | 25 | 10 | 10 | 10 | 5 |

CAF – Communication Assessment File

GD – Group Discussion

GP – Group Presentation

Text & References:

- Effective English for Engineering Students, B Cauveri, Macmillan India
- Creative English for Communication, Krishnaswamy N, Macmillan
- A Textbook of English Phonetics, Balasubramanian T, Macmillan

BEHAVIOURAL SCIENCE - V

Course Code: BSS503

L:1, T:0, P/FW:0 C:01

Course Objective:

This course aims at enabling students towards:

- Understand the importance of individual differences
- Better understanding of self in relation to society and nation
- Facilitation for a meaningful existence and adjustment in society
- To inculcate patriotism and National pride.
- To enhance personal and professional excellence

Course Contents:

Module I: Individual differences & Personality

Personality: Definition & Relevance Importance of nature & nurture in Personality Development; Importance and Recognition of Individual differences in Personality; Accepting and Managing Individual differences (Adjustment Mechanisms); Intuition, Judgment, Perception & Sensation (MBTI)

BIG5 Factors

Module II: Socialization

Nature of Socialization; Social Interaction; Interaction of Socialization Process; Contributions to Society & Nation

Module III: Patriotism and National Pride

Sense of Pride and Patriotism; Importance of Discipline and hard work; Integrity and accountability

Module IV: Human Rights, Values and Ethics

Meaning of Human Rights; Human Rights Awareness; Importance of human rights; Values and Ethics- Learning based on project work on Scriptures like Ramayana, Mahabharata, Gita etc

Module V: Personal and Professional Excellence

Personal excellence:

- Identifying Long-term choices and goals
- Uncovering talent, strength and style

Alan P. Rossiter's eight aspects of Professional Excellence

Resilience during challenge and loss; Continued Reflection (Placements, Events, Seminars, Conferences, Projects, Extracurricular Activities, etc)

Evaluation Criteria:

| S. N. | Evaluation Component | Weightage % | Tentative Schedule |
|--------------|--------------------------------|-------------|---------------------|
| 1 | Social Awareness Program (SAP) | 25 | End of semester |
| 2 | Journal of Success | 10 | Throughout Semester |
| 3 | Attendance | 05 | Throughout Semester |
| 4 | Workshop Assessment | 45 | After every session |
| 5 | Student Assignment | 15 | End of semester |
| Total | | 100 | |

Text & References:

- **Bates, A. P. and Julian, J.: Sociology - Understanding Social Behaviour**
- **Dressler, David and Cans, Donald: The Study of Human Interaction**
- **Lapiere, Richard. T – Social Change**
- **Rose, G.: Oxford Textbook of Public Health, Vol.4, 1985.**
- **Robbins O.B.Stephen;. Organizational Behaviour**

FRENCH - V

Course Code: FLN 501

Credit Units: 02

Course Objective:

On the completion of Fifth semester the students will be able to

- Read Chinese words, phrases and simple sentences both in Pin Yin and Characters given in the text.
- Write Chinese Characters and sentences and small paragraphs.
- Speak Chinese dialogues from various fields of day to day life.
- Listen and understand simple Chinese words and dialogues used in syllabi.
- Carry out conversation in the target language based on the topics learnt.
- Manipulate basic grammatical structures.
- Master and use most essential vocabulary items of day to day use, programme specific and internet related vocabulary; approx 80 Characters including 50 characters of HSK level –II
- Type Chinese document.
- Express their opinion and ask opinion of others in Chinese

COURSE CONTENT

1. Revision of vocabulary
2. Detailed study of greetings, farewell & personal information (HSK-II topics 1& 2)
3. A brief description of mood & colours
4. Expression of opinions
5. Asking the opinion of the others
6. Listening of dialogues
7. Conversation based on topics learnt
8. CBT package
9. Programme specific vocabulary and expressions
10. Chinese typing and making soft copy of a Chinese document
11. Important Chinese sites and internet related vocabulary

GRAMMAR CONTENT

1. Pattern:因为.....所以.....
2. Preposition 介词: 在
3. Auxiliary verbs; 助动词
4. Modal Particle 语气助词:了

EXAMINATION SCHEME

Total: 100 marks

| Continuous Evaluation (Total 50 Marks) | | | | | End Sem Evaluation (Total 50 Marks) |
|---|----------------------|---------------------|------------------|-------------------|--|
| Quiz | Mid Term Test | Presentation | Viva Voce | Attendance | End-Term Exam |
| 10 | 15 | 10 | 10 | 5 | 50 |

Text Books & References

1. Learn Chinese with me book-II. (Major Text Book)
2. Module on HSK-II. (suggested reading)
3. Practical Chinese Grammar for foreigners. (suggested reading)
4. Internet Chinese. (suggested reading)
5. Office Talk (suggested reading)
6. Elementary Chinese Reader Book-I (suggested reading)

GERMAN - V

Course Code: FLG 501

Credit Units: 02

Course Objective:

After successful completion of this semester, students will be able to:

- tell where they work and live
- tell location of their offices and house
- explain, how they reach their work place
- ask and tell the location of thing or person in a house like behind, in front of etc.
- describe the office things like printer, files etc

Course Content:

Vocabulary:

- Workplace
- Location like 1st floor, ground floor.
- Ordinal numbers
- Things and furniture in a office
- Means of transportation

Grammar:

- changing preposition in dative and accusative case
- Verbs related to changing prepositions like to put, to lay etc
- Dative and accusative preposition
- Modal verb : must and can

EXAMINATION SCHEME

Total: 100 marks

| Continuous Evaluation (Total 50 Marks) | | | | | End Sem Evaluation (Total 50 Marks) |
|--|---------------|--------------|-----------|------------|--|
| Quiz | Mid Term Test | Presentation | Viva Voce | Attendance | End-Term Exam |
| 10 | 15 | 10 | 10 | 5 | 50 |

Prescribed Text-Book: Zielsprache Deutsch als Fremdsprache Part 1

References: Studio D A1 by Hermann Funk, Christina Kuhn and Silke Demme, Cornelsen, 2013

Tangram A1 by Rosa Maria Dallapiazza, Eduard von Jan & Till Schoenherr, Max Hueber, 2007

Sprachtraining A1 by Rita Maria Niemann, Dong Ha Kim, Cornelsen, 2013

Dictionaries for reference: **Studio D: Glossar A1 - Deutsch – Englisch**, Cornelsen, 2013

<http://www.duden.de/woerterbuch>

Materials are given in form of photocopies if felt to be necessary

SPANISH - V

Course Code: FLS 501

Credit Units: 02

Course Objective:

- To talk about a pre decided plan
- To talk about a plan yet to materialize
- To propose a plan
- To talk about what they have done today/during vacations etc.
- Reading texts about Spanish festivals
- Writing composition about Festivals

Course Content:

Vocabulary:

Vocabulary related to leisure time, going out with friends, traveling, shopping, club, transport, decoration and celebration.

Grammar:

Introduction of direct/indirect object pronouns
(Pensar + infinitive),
(Estar pensando en + infinitive)
(Por qué no + verbo / Te Parece + Infinitivo.. etc)
(Haber + participio Pasado)
Introduction of pretérito perfecto

Examination Scheme:

Total: 100 marks

| Continuous Evaluation (Total 50 Marks) | | | | | End Sem Evaluation (Total 50 Marks) |
|--|---------------|--------------|-----------|------------|-------------------------------------|
| Quiz | Mid Term Test | Presentation | Viva Voce | Attendance | End-Term Exam |
| 10 | 15 | 10 | 10 | 5 | 50 |

Text & References:

Nuevo Español Sin Fronteras (ESF1) by Jesús Sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005

Pasaporte Nivel (A1) by Matilde Cerralzoza Aragón, Oscar Cerralzoza Gilli, Begoña Llovet Barquero, Edelsa Group didascalía, S.A. 2005

Dictionaries for reference: Collins, www.wordreferences.com.

Essential materials are given in the form of photocopies.

CHINESE – V

Course Code: FLC 501

Credit Units: 02

Course Objective:

What English words come from Chinese? Some of the more common English words with Chinese roots are ginseng, silk, dim sum, fengshui, typhoon, yin and yang, T'ai chi, kung-fu. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

Course Contents:

Module I

Drills

Dialogue practice

Observe picture and answer the question.

Pronunciation and intonation.

Character writing and stroke order

Module II

Intonation

Chinese foods and tastes – tofu, chowmian, noodle, Beijing duck, rice, sweet, sour....etc. Learning to say phrases like – Chinese food, Western food, delicious, hot and spicy, sour, salty, tasteless, tender, nutritious, good for health, fish, shrimps, vegetables, cholesterol is not high, pizza, milk, vitamins, to be able to cook, to be used to, cook well, once a week, once a month, once a year, twice a week.....

Repetition of the grammar and verbs taught in the previous module and making dialogues using it.

Compliment of degree “de”.

Module III

Grammar the complex sentence “suiran ... danshi...”

Comparison – It is colder today than it was yesterday.....etc.

The Expression “chule....yiwai”. (Besides)

Names of different animals.

Talking about Great Wall of China

Short stories

Module IV

Use of “huozhe” and “haishi”

Is he/she married?

Going for a film with a friend.

Having a meal at the restaurant and ordering a meal.

Module V

Shopping – Talking about a thing you have bought, how much money you spent on it? How many kinds were there? What did you think of others?

Talking about a day in your life using compliment of degree “de”. When you get up? When do you go for class?

Do you sleep early or late? How is Chinese? Do you enjoy your life in the hostel?

Making up a dialogue by asking question on the year, month, day and the days of the week and answer them.

Examination Scheme:

| Components | CT1 | CT2 | C | I | V | A |
|---------------|-----|-----|----|----|----|---|
| Weightage (%) | 20 | 20 | 20 | 20 | 15 | 5 |

C – Project +Presentation

I – Interaction/Conversation Practice

Text & References:

- “Elementary Chinese Reader ” Part-II Lesson 39-46

PERSONAL FINANCIAL PLANNING

Course Code: BBA 502

Credit Units: 03

Course Objective:

Post Liberalization, India has witnessed a phenomenal growth in her GDP. With the advent of MNC's, and growth in private business, individuals income and saving pattern has changed. Therefore the need arises to manage these funds in a manner that it is no more called as savings but addressed as a need for Personal financial planning. This course is essential for every student irrespective of the specialization as every individual needs to plan his finances.

Course Contents:

Module I: Introduction to personal financial planning and personal accounting

Concept of Personal Financial Planning: Need, Significance, Scope; Ethical issues in Personal Financial Planning; Changing per capita investors. Need to maintain Accounts, Methods: Traditional & Using Electronic Media. Applying for PAN & filing of Income Tax returns.

Module II: Investment Avenues

Real Assets: Investment in Real Assets: Real Estate, Precious Metals, Other Fixed assets. Their relative merits & demerits. Change in their returns over the past few years.

Financial Assets: Investments in securities: Through IPO, Secondary Market. Investment in G-sec; Debt instruments, Post Office instruments, Insurance Policies, Mutual Funds, Certificate of Deposits, Foreign Market.

Module III: Introduction to Income tax and Income from salary

Introduction to Income tax act 1961 and Finance Act. Previous year, Assessment year, Income, Total Income, Gross Total Income, Capital and Revenue Receipts / Expenditures, Exempted Incomes, Residential Status and incidence of Tax.

Salary, Exemption:- Leave encashment, Gratuity, Pension, Annuity, Pension fund, Allowance (HRA, Entertainment, Special allowance – dependent of expense ad not dependent on expenae, perquisites – rent free accommodation, Leave travel concession, medical facility), Deductions 80c to 80u.). Sections (2(9), 2(31), 2(7), 2(24), 3, 6, 14, 288A, 288B, 2(17), 4, 9, 45, 9(1)(ii), 9(1)(iv), 9(1)(v), 10, 11, 12, 17(1), 22,

Module IV: Income from house property, capital gains and other sources

Income from House Property(Types of house property, Exempted house property income, Computation of GAV and NAV, Treatment of unrealized, recovered and arrears of rent), Capital Gains and other Sources (Short term & Long term capital gain, Cost of acquisition, Cost of improvement , Index cost, Income that are taxed under other sources, Deduction under other sources, Tax treatment of lotteries, puzzles. Sections 23, 24, 2528, 30, 31, 32.

Module V: Tax planning

Concept, significance and problems of tax planning, Tax evasion and tax avoidance, Individual Taxation Slabs, Wealth Tax, Gift Tax, Capital Gains Tax, Service tax, Recent Tax saving schemes

Module VI: Retirement & Goal Planning

Concept of risk assessment of individual, Introduction to portfolio management, Retirement planning & investment: Income generation after retirement, liability management, anticipation of expenses. Investment for major goals: House, Family, Education, Medical, Wealth Management/ Financial Advisory companies. Their role, significance & growth.

Examination Scheme:

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

Text:

- Chandra P, Investment analysis and Portfolio Management, 3rd edition, Tata McGraw Hill
- Lal & Vashisht, Direct Taxes, 29th Edition, Tata McGraw Hill.

References:

- V.K.Bhalla, Security analysis and Portfolio Management, 16th edition, S.Chand

SALES AND DISTRIBUTION MANAGEMENT

Course Code: BBA 503

Credit Units: 03

Course Objective:

The major objective of this course is to acquaint the students with the theory and practice of Management of Sales Operations.

Course Contents:

Module I: Introduction

Sales management- Concept, Objectives and functions. Evolution of sales management. Nature and role of Sales Manager's job. Sales management as a career. Emerging trends in sales management.

Module II: Sales Organization

Purpose of sales organization. Setting sales organization. Types of sales organization. Coordination of selling functions with other marketing activities. Sales forecasting.

Module III: Controlling sales effort

Sales Budget: Purpose and budgetary procedure. Quotas: Concept, Objectives and Types. Sales Territory: Concept and procedure of devising sales territories, Routing and Scheduling of Sales force. Sales Audit.

Module IV: Managing Sales Force

Concept of sales force management. Recruitment and Selection of sales personnel (domestic and international perspective). Cross Cultural challenges. Sales training. Compensating and motivating sales personnel. Controlling and evaluating sales personnel.

Module V: Distribution Management and channel control

Distribution channels: Concept and need. Distribution Channel Strategy. Managing distribution channel. Features of effective channel design. Channel Conflict: Concept and stages. Conflict management.

Module VI: Logistics Management

Objectives of logistics. Concept of logistics planning: inventory management decisions, transportation decisions, Location decisions.

Examination Scheme:

| | | | | |
|---------------|----|---|----|----|
| Components | CA | A | CT | EE |
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

Text:

- Still Cundiff, Sales Management Decision Strategies, Fifth Edition, Printice Hall.
- Panda Tapan K., Sahadev Sunil, Sales and Distribution Management, 2005, Oxford University Press.

References:

- Kapoor Ramneek, Fundamentals of Sales Management, 2005, McMillan.
- Sudha GS, Sales & Advertising Management, 2005, Indus Valley Publications.
- Walker, Churchill Ford, Management of Sales Force

CONSUMER BEHAVIOUR

Course Code: BBA 504

Credit Units: 03

Course Objective:

To develop an understanding of how consumers behave and use the knowledge to adopt appropriate marketing strategies.

Course Contents:

Module I: Introduction

Consumer Behaviour: Definition and significance. Understanding consumer and market. Difference in individual buyer behaviour and organizational buyer behaviour. Market segmentation: lifestyle and demographic segmentation, usage segmentation, benefit segmentation. Product positioning.

Module II: Environmental influences

Culture: Meaning and Characteristics. Cross Cultural understanding of Consumer Behaviour. Subculture. Social Groups: Meaning and formation of a group. Reference groups. Influence of reference groups on consumer behaviour. Family: Lifecycle and it's significance on consumer behaviour. Family purchase decision process.

Module III: Personal influence and Diffusion of Innovation

Concept, nature and significance of personal influence. Opinion leadership and its role in consumer behaviour. Concept of product adoption and adoption process. Diffusion of innovation and process of diffusion.

Module IV: Individual determinants of Consumer Behaviour

Personality and self concept and it's relevance in consumer behaviour. Motivation: Nature and role of motives and their significance in marketing. Information processing: Concept and Process. Attitudes: Characteristics, functions and it's importance in buyer behaviour.

Module V: Consumer Decision process

Consumer decision process model. Problem Recognition, Search and Evaluation, Purchasing Process. Post-purchase Behaviour: Post Purchase evaluation and Product disposition.

Module VI: Organizational buyer behaviour

Nature of Organizational Buying. Factors influencing organizational buyer behaviour. Types of decision situations. Organizational buyers decision process.

Examination Scheme:

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

Text:

- Loudon David L. & Della Bitta Albert J. Consumer Behaviour, Fourth Edition, Tata McGraw Hill.

References:

- Schiffman and Kanuk, Consumer Behaviour, Eighth Edition, Printice Hall.
- Hawkins, Best, Coney, Consumer Behaviour, Building Marketing Strategy, Ninth Edition, Tata McGraw Hill.

SERVICE MARKETING

Course Code: BBA 505

Credit Units: 03

Course Objective:

The course has been designed to familiarize students with characteristics of services, their design and delivery and the complexities of handling intangibles.

Course Contents:

Module I: Services an Overview

Services: concept, characteristics. Marketing of goods v/s marketing of services. Significance of services marketing. Role of services sector in economy. Growth of service sector. Services- Global and Indian Scenario. Introduction to service marketing mix.

Module II: Consumer Behaviour in Services

Consumer decision-making process. Consumer Expectations: Concept. Factors influencing customer expectation of services. Service encounter and moments of truths. Managing Customer Satisfaction. Service failure and recovery.

Module III: Service Quality & Productivity

Concept of service quality. GAP Model of service quality. Measuring and improving service quality. Managing service operations and operational design for services. Concept of productivity in service context. Approaches to improve productivity. Managing service demand and capacity: Understanding capacity constraints, understanding demand patterns. Strategies for matching demand and supply.

Module IV: Service Environment

Importance of service environment. Designing service environment and marketing strategies.

Module V: Managing service personnel

Role of service personnel and developing customer-focused personnel. Job characteristics. Dealing with conflict and stress. Internal marketing.

Module VI: Pricing and Distribution for services

Price determinants, pricing modifications. Approaches to pricing services. Pricing strategies linking to value definitions. Customer-focused pricing. Channel structures, distribution-growth options.

Module VII: Integrated Marketing Communications for services

Role of communications, communication options, integrative communications program.

Examination Scheme:

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

Text:

- Clow Kenneth E. and Kurtz David L. , Services marketing operations, management and strategy, biztantra innovations in management, John Willey & Sons

References:

- Valarie A Zeithaml and mary J Bitner , Services Marketing, Third Edition, Tata McGraw Hill Companies
- Christopher Lovelock , Service Marketing (people, technology and strategy), 2001, Fifth Edition, Pearson Education.
- Rampal M.K., Gupta S.L., Service Marketing, 2006 Galgotia Publishing Company.

INTERNATIONAL MARKETING

Course Code: BBA 506

Credit Units: 03

Course Objective:

After giving students an introduction of marketing management, it is necessary to give them an overview about the international scenario keeping in view the ever growing importance of international market.

Course Contents:

Module I: Introduction

Meaning, scope and challenges of international marketing. International dimensions of marketing, international marketing v/s domestic marketing. Benefits of International Marketing.

Module II: Global Business Environment

WTO and its impact on international business operations. Tariff and non-tariff barriers. Regional economic groupings and their significance.

Module III: International Marketing Environment

International marketing environment- Geographical, demographic, economic, political, legal, socio cultural environment- Elements of culture. Cultural challenges Business customs and practices. Emerging markets and marketing challenges.

Module IV: Planning for International Marketing

International Marketing Research and Information System. Modes of entering into foreign markets. International Product Life Cycle. International market segmentation, targeting and positioning.

Module V: International Marketing Decisions

International pricing strategy- Factors influencing price, pricing methods. Global Branding Decisions. International distribution – Types and functions of foreign distribution channels; distribution logistics. Promotion Decisions- International advertising, selection of media, challenges of international advertising, personal selling publicity and sales promotion.

Module VI: The Indian Scenario

The Export Import Scene in India. EXIM Policy. Export Documentation, Export Procedure

Examination Scheme:

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

Text:

- Onkvist Sak Onkvist, Shaw John J. International Marketing Analysis & Strategy, Third Edition, Prentice Hall.

References:

- Graham Cateora, International Marketing, Twelfth Edition, Tata McGraw Hill.
- Keegan Warren J. Global Marketing Management, Seventh Edition, Prentice Hall.

FINANCIAL SERVICES

Course Code: BBA 507

Credit Units: 03

Course Objective:

The aim of the course is to orient the student to the recent changes in the financial institutions and financial services industry and their link to economic development. The financial institutions and services are changing rapidly. A course that merely describes the existing institutions and services will not prepare you for the change. Thus you must familiarize yourself with the services available in the industry today and understand why they are the way they are and why they are changing. An Indian perspective will be given.

Course Contents:

Module I: Financial Services

Role of Financial Services in economic development. Evolution of Financial Services Sector in India. Marketing of Financial Services (Introduction)

Module II: Venture Capital

Venture Capital Financing, International Experiences in Venture Capital Financing, Venture Capital Financing in India, Pitfalls to be avoided. Preparation & evaluation of Business Plan

Module III: Factoring & Forfaiting

Factoring Services - Features Merits and Demerits, Cost Benefit Analysis. Forfaiting: Features, merits & Limitations

Module IV: Leasing and Hire Purchase

Development of Leasing and Hire Purchase, Types of Leasing, Pricing Methodology and Financial analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies

Module V: Mutual funds

The concept & Role of M/Fs, History of M/Fs in India, Types of M/Fs, Fund Structure & constituent, Selecting the right Investment Products for Investors, Comparison of Investment products, Measuring of Risk In M/Fs, Recommending model Portfolios & selecting the right funds.

Module VI: Credit rating & other financial services

Credit rating concept of Credit rating, Types of credit rating, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process, Individual Credit rating, Sovereign Credit Rating Practices. Custodial Services, Credit Cards

Examination Scheme:

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

Text:

- Khan, M. Y. Indian Financial System, Tata McGraw Hill
- Khan, M.Y. Financial Services, Tata McGraw Hill

References:

- Bhole L.M, Financial Institutions and Markets: Structure, Growth & Innovations, Tata McGraw Hill
- Pnadey,I.M. Ninth Edition, Financial Management, Vikas Publishing House Pvt. Ltd.

PRINCIPLES OF INVESTMENT MANAGEMENT

Course Code: BBA 508

Credit Units: 03

Course Objective:

The course aims at equipping the undergraduate students with financial tools, which help in making decisions for investment in financial securities. It is also aimed at imparting a basic understanding of the influence of changing economic scenario on the decisions and important theories and models, techniques and regulations underlying these decisions.

Course Contents:

Module I: Introduction to Investments

Investments: Introduction, Avenues for Investment including introduction to derivatives, Investments and Speculation, Features of a Good Investment programme, Process of Investment Decision Making, Risks involved in Investments including the concept of beta, Principle of Dominance.

Module II: The Stock Markets in India

Nature and Functions of the Stock Market, OTCEI & BSE, NSE & Role of Depositories, Market Indices, The Brokerage Business

Module III: Valuation of Securities

Bond Valuation and Analysis, Preference share Valuation and Analysis, Equity Share Valuation

Module IV: Security Analysis

Fundamental Security Analysis, Technical Security Analysis

Module V: Portfolio Analysis and Management

Portfolio Analysis: Risk and Return, Portfolio Choice: Utility Theory and Indifference Curves, Markowitz: Portfolio Selection Model, Capital Asset Pricing Model, Sharpe's Single Index Model

Examination Scheme:

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

Text:

- Sharpe, William F. Alexander and Bailey, Investments, Sixth Edition Prentice - Hall, India

References:

- Fisher, Donald E & Jordan, Ronald., Securities Analysis & Portfolio Management:, Sixth Edition, Prentice Hall
- Haugen, Robert. Modern Investment Theory, Fifth Edition, Prentice Hall
- Bhalla, V. K. Investment Management, S. Chand & Co.

BANKING & FINANCIAL INSTITUTIONS

Course Code: BBA 509

Credit Units: 03

Course Objective:

This course attempts to give an overview of the derivatives market with special reference to India. A financial manager must understand how derivatives can be used to the advantage of the firm. An introduction to Derivatives will equip the students to understand the mechanics of this highly intriguing & innovative field of study

Course Contents:

Module I: Introduction to financial derivatives

Introduction to derivative trading, Characteristics of derivatives, Underlying assets (Equity Bonds/loans, Foreign Currency, and Commodity), Importance of derivatives as an investment option, introduction to types of derivatives, Participants in derivatives market (Hedgers, Speculators, Arbitrageurs). Evolution of Derivative markets in India.

Module II: Forwards & Futures

Forward contracts: Limitations of forward markets, Differences between forwards and futures, Futures terminology, pricing of futures contract, Introduction to currency futures, Interest rate futures, Treasury bond futures, Eurodollar futures, commodity futures, Index futures & Stock Futures (Hedging, speculation and arbitrage).

Module III: Options: Fundamentals

Terminology - call, put, writer, buyer, premium, intrinsic value, time value, expiry date, settlement date, strike price, ATM, OTM & ITM, Options positions (payoff graphs), Types of Stock options, futures options vs spot options, Options on stock Indices, currencies & futures, Warrants & executive stock options, Exotic options

Module IV: Principles of trading & Hedging with Options

Option Valuation: The BS-Merton Model (Solving for BS model, assumption application and criticism), Trading strategies - Option trading using bull and bear spreads (payoff graphs)

Module V: Swaps

Terminology:- LIBOR, MIBOR, Swap basis, Interest rate swaps, Determining LIBOR/MIBOR swap zero rates, Currency swaps: Various types of swaps & features, Introduction to Swaptions.

Module VI: Recent Developments

New Derivative contracts including Credit Derivatives, Weather Derivatives, Energy Derivatives, etc. Role of derivatives in the economic meltdown of 2007 - 2008, Major Derivative mishaps in the world including The Barrings Bank disaster, The Sumitomo corporation scandal, the Swiss Bank scam

Examination Scheme:

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

Text:

- Hull, John C, An introduction to futures and options markets, Second Edition Prentice Hall of India

References:

- Gupta, S .L., ,Financial Derivatives Theory, Concepts and Problem 2005, Prentice - Hall, India

ORGANISATIONAL DEVELOPMENT AND CHANGE

Course Code: BBA 510

Credit Units: 03

Course Objective:

It aims to provide a conceptual input of meaning, characteristics, process and influences of organizational development and change management. It gives comprehensive overview of human capital from the prospective of organizational excellence in the light of transitional phase of Indian Industries. It gives the imperatives, assumptions, role and skills of O.D. specialists through experiential learning methods it facilitates teamwork, team building and the concepts of transformational Leadership.

Course Contents:

Module I: Organizational Development

Nature, basic assumptions, characteristics and techniques.

Module II: Models of organizational Development

Steps involved in OD, Role of managers, Factors affecting OD.

Module III: Action Research

Model of OD Steps, Methodology and competencies required in O.D. through Action Research technology.

Module IV: Structural & Comprehensive Organizational Development

Changing values, Models and Theories of Planned Change, fundamental Strengths of OD

Module V: Change Management

Need for the change, Factors causing change, environmental, Technological, Leagal, Political, Social and cultural factors of change, Models and Techniques involved in change management, Total Quality Management, Business Process Reengineering, Learning Organization.

Examination Scheme:

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

Text:

- French W L & Bell, Organizational Development, Prentice Hall of India
- Ravishankar S & Mishra R.K., Organizational Development, Visison Books Pvt. Ltd.

References:

- Perek U & Rao T V , Designing & Managing HR System, Oxford & IBH Publishing company
- Perek U & Rao T V Making Organization Roles Effective, ,TATA McGraw Hill

TRAINING AND DEVELOPMENT

Course Code: BBA 511

Credit Units: 03

Course Objective:

The objective of the course is to help students acquire and enhance their knowledge of how to plan, develop, carry out, and evaluate training and executive development programmes in Business Organizations.

Course Contents:

Module I: Introduction

Meaning and definition of training, Training vs education, Culture and Context, Introduction to training Strategy.

Module II: Process of Training

Establishing objectives, training need assessment, designing the programs, training methods, trainers and training styles, Introduction to Management Development program.

Module III: Evaluation of Training & Development

Training Evaluation – Need for evaluation, Measuring Training Effectiveness, Concept of Return on Investment, Cost – Benefit Analysis, Models of Training Evaluation.

Module IV: Training Systems

Systems Goals and Approaches, Training Centers, Action Research for better Training

Module V: Changes in Training Needs for Modern Organizations

Concept and Need for Learning Organizations, Training for Trainers, Leadership, Team Playing and Group Dynamics, Basics of Sensitivity Training, Computer Based Training.

Module VI: Development

Executive Development – significance & nature, identifying development needs and setting objectives. Techniques of development and advantages. Role of HRD in 21st Century.

Examination Scheme:

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

Text:

- Lynton R.P and Pareek U (1990). Training for Development. Vistaar Publications, New Delhi

References:

- Goldstein , Training in Organizations, Thomson Learning
- Pareek Udai, Training and Development, Tata McGraw Hill.
- Srivastava, S., Recruitment, Selection & Retention, ABS Course pack, 1999.
- Wexley, K & Lathan Gary, Developing & Training HR in Organization. P. Hall, 2002.

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Course Code: BBA 512

Credit Units: 03

Course Objective:

The main objective of this course is to explore the dynamics of global business development and to prepare the students about examining significant business investment opportunities and maximization of returns in context with human resources.

Course Contents:

Module I: Internationalization

The strategic business context – A strategic business imperative localization of the talent port folio, Broad overview of International Human Resource Management features, elements, benefits and limitations.

Module II: Strategic Human Resource Management

Strategic HRM, Aims of SHRM, Integrating the business and HR strategies, Formulating HR strategy, Content of HR strategies, Relationship between International Strategy and SIHRM.

Module III: Cross-Cultural Management

Cultural diversity in consortia formation, Developing cognitive framework to appreciate the impact of culture on managerial behaviour, Introduction, Understanding Culture, Key Concepts, Determinants of Cultural Identity, Frameworks for Mapping the Culture, Concept of Geert Hofstede

Module IV: International Recruitment, Training and Rewards

Recruiting from Host country, Reward strategies for international execution, the expatriate approach, international values and reward policy, designing rewards for the international business unit, Training Global executives.

Module V: Performance Management and Compensation in International Business

Context for international performance management, framework for performance management, Compensation, issue of double taxation.

Module VI: Best HR Practices

Emerging Trends, North America, South America, some key pointers, Northern Europe, Value based management in Nordic countries, China emerging economy,, Japan – a culture of enfolding relationship, Trends and Future of HR in high performing Co., Essay on Dream Organisationa..

Examination Scheme:

| | | | | |
|---------------|----|---|----|----|
| Components | CA | A | CT | EE |
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

Text:

- Dowling, Peter; Title: International human resource management - Managing people in a multinational context; Publisher: Thompson.

References:

- By Monir H. Tayeb International Human Resource Management: A Multinational Company Perspective, Oxford University Press.
- By Paul Sparrow, Chris Brewster, Hilary Harris; Pub. Taylor and Francis, Globalizing Human Resource Management; Oxford University Press.

BASICS AND STRATEGIES OF DIGITAL MARKETING

Course Code: BBA 513

Credit Units: 03 L:2, T:1,P/FW:0 C:03

Course Objective:

This course has been designed with an objective to familiarize students with key aspects of digital marketing. The course aims to provide working knowledge in digital marketing domain and help students to develop an understanding of the framework within online marketing businesses and its operations.

Course Contents:

Module I: Introduction

Introduction to Digital Marketing; Objectives of Digital Marketing; Marketing in Digital Economy; Influential Digital Subcultures

Module II: Search Marketing & Search Advertising

Search Engine Optimization; Organic & Paid Search Results; Overview of Google AdWords; Keyword Research and analysis; Tracking the success of SEM; Search Engine Optimization techniques; On-page & Off-page optimization; Search Advertising: Basic Concepts; Elements of Search Ad; Managing Pay Per Click Process

Module III: Social Media Marketing& Digital Display Advertising (DDA)

Different Social Media Channels; Social Media Marketing (SMM) Process; Managing and Analyzing SMM Process; Key Stakeholders in Digital Display; Managing DDA Process

Module IV: Email & Mobile Marketing

Email Strategy & Planning; Advantages & Challenges of Email Marketing; Managing Email Marketing Process; Understanding Mobile Marketing; Mobile Messaging Channels; Mobile Commerce; Managing Mobile Marketing Process

Module V: Affiliate & Video Marketing

Affiliate Marketing: Basic Concepts, Building Blocks of Affiliate Marketing; Video Marketing: Basic Concepts, Video Production & Promotion; Content Marketing: Basic Concepts, Strategic Building Blocks of content Marketing

Module VI: Digital Marketing Strategy

Basic Elements of Digital Campaigns Management, Implementing Intent Based Campaigns, Implementing Brand Based Campaigns, Managing Digital Implementation Challenges

Examination Scheme:

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Suggested Readings:

- Bhatia, P. S., (2019), Social Media & Mobile Marketing, Wiley
- Zimmerman, J., (2017), Social Media Marketing – All in One for Dummies, Wiley
- **Digital Marketing: Cases from India** by Rajendra Nargundkar and Romi Sainy, Notion Press, Inc (2018)
- **Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation** by Damian Ryan, Kogan Page Publisher (Nov.2016)
- **Marketing 4.0: Moving from Traditional to Digital** by Philip Kotler, Kartajaya, H., & Setiawan, I.,(2017), 1st Edition Publisher Wiley(Dec. 2016)
- **Digital Marketing** by Seema Gupta, McGraw Hill Education (Nov, 2017)
- **Fundamentals of Digital Marketing** by Punit Singh Bhatia, Pearson (June 2019)
- **The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns** by Ian Dodson, Wiley Publisher (2016)
- Ian Dodson (2016), The Art of Digital Marketing, 1st Edition, Wiley
- Stokes, B., (2013), E-marketing: The essential guide to marketing in a digital world, 5Edition, Quirt E-marketing Pvt Ltd.

- Chaffey, D., & Smith, PR., (2008), E-marketing Excellence, 3rd Edition, Elsevier
-

ANALYTICAL SKILL BUILDING

Course Code: BBA 592

Credit Units: 03

Course Objective:

To develop in students skills of analytical and logical reasoning which will be a great asset for them in their future careers.

Course Contents:

Module I: Quantitative Reasoning

Number System & Number Theory, Percentage method, Profit & Loss, Speed, Time & Distance

Module II: Quantitative Reasoning

Ratio, Proportion, Mixtures & Alligations, Set Theory, Co-ordinate Geometry (2-D only), Mensuration

Module III: Data Interpretation

Bar Graph / Line Graph / Pie Chart / Table / Table Three Dimensional or Triangular Bar Diagram / Misc. (Radar, Area, Network) / Caselets.

Module IV: Data Sufficiency & Logical reasoning

Mathematical / reasoning based. Data Decoding: Analytical: Assumption, Courses of Action, Argument, Weak / Strong, Pictorial Analysis

Module V: Verbal Ability & Reasoning

Vocabulary based questions, English Usage, Grammar Types of statements and their relationship / Reversibility of idea, Re-arranging sentences of a paragraph, Paraphrasing, Fact, Inference, Judgment & deductions.

Module VI: Reading comprehension

Four types of Passages: The social science passage, The Science passage, the business passage & the entertainment passage

Examination Scheme:

| | | | | |
|---------------|----|---|----|----|
| Components | CA | A | CT | EE |
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

- This course is aimed at enhancing students' skills in the area of English, General knowledge and Quantitative aptitude. No textbooks or reference books are required as the course is carried out in the form of classroom exercises, which are circulated by the faculty himself.

MANAGEMENT OF DOMESTIC AND FOREIGN EXCHANGE MARKET-I

Course Code: BBA594

Credit Units: 03

Course Objective: To acquaint students with the economics of Management of domestic and foreign exchange markets.

Module I: Regulation of Domestic Markets

Basic functions of government; Market efficiency; Market failure; the meaning & cause; public policy towards monopoly and competition.

Module II: Foreign Exchange Markets and Dealings

Meaning –Def of Forex, Features, Advantages Evolution of foreign exchange ,Market and Foreign Exchange System-, Details about major traded currencies. Market Participants: Banks and Financial Institutions, Merchants, other customers, speculators and hedgers, Central Bank, Forex dealers and market makers and brokers, FOREX trading.

Module III Foreign Exchange Markets & Regulatory Compliances

FOREX market in India: A historical perspective FERA Vs. FEMA, Preliberalization Exchange Rate Regime in India and Hawala market. Using benchmark rates LIBOR/MIBOR. Reserve Bank of India's remittance guidelines for individuals & Corporates.

Module IV: Foreign Exchange Exposure and Risk Management

Floating Rate, Currency Boards & Currency Basket Systems, Brief review on various exchange rate regime, Advantages of free and Fixed Exchange Rate regime, Pros & Cons of managed floating exchange rate regime.

Exchange Rate Determination Theories – The theory of Purchasing Power Parity, The Fischer effect, The International Fischer Effect and The Theory of Interest Rate Parity. Foreign Exchange Risk - Introduction, Types of Exposures and Strategies for Exposure Management.

Examination Scheme:

| Components | CPA | TP | Q/S | A | ME | EE |
|---------------|-----|----|-----|---|----|----|
| Weightage (%) | 5 | 5 | 5 | 5 | 10 | 70 |

Text & References:

- Eiteman, David K. Stonehill, Arthur I., and Moffett, Michael H. (2021). Multinational Business Finance (15th ed.). Pearson
- Cheol E., Bruce R and Tuugi C (2021) International Financial Management, Tata McGraw-Hill
- Shapiro, Allen C. (2016). Multinational Financial Management, Prentice Hall India.
- Levi, Maurice (2009), International Finance, McGraw Hill Inc., (4th ed.). New York, New Delhi.
- Paul R. Krugman, Maurice Obstfeld, et al.(2017) International Finance: Theory and Policy, 10th edition, Pearson
- Apte P.G. (2006), International Financial Management, Tata McGraw-Hill Publication

BUSINESS DATA PROCESSING

Course Code: BBA 595

Credit Units: 03

Course Objective:

To help students to understand the DBMS concepts with oracle as a tool.

Course Contents:

Module I: Introduction to DBMS

Basics of Business Data Processing, Concept of Database, Table, (Relation), Attributes, Primary Key, Foreign Key, Concept of RDBMS. Introduction to ORACLE Features, DSS, Data warehouse, Data Mart, Web Server, Role & responsibilities of ORACLE DBA.

Module II: Introduction to SQL

Features of SQL, SQL statements ,i.e. DDL - CREATE, ALTER - ADD, MODIFY, DELETE clauses , DML - INSERT, UPDATE, DELETE SELECT statement with WHERE, ORDER BY, GROUP BY, HAVING Clauses, Set operations in SQL, Nested queries, GRANT and REVOKE

Module III: Functions

MAX, MIN SORT, COUNT, AVERAGE Numeric, String Functions, Conversion Functions like TO_CHAR, TO_DATE, Date Functions.

Module IV: Introduction to PL/SQL

Difference between SQL AND PL/SQL, Block definition structure, Block Functions - %Type, %RowType, IF.....ELSE ...END IF Statement, FOR....LOOP.. END LOOP, WHILE...LOOP... END LOOP,

Examination Scheme:

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

- An introduction to database:- Date C.J.
- Structured Query Languages (SQL) By Osborne.
- SQL - Scott Urman

BUSINESS POLICY AND STRATEGIC MANAGEMENT

Course Code: BBA 601

Credit Units: 03

Course Objective:

The aim of the course is to orient the students in theories and practices of Strategic Management so as to apply the acquired knowledge in formulation and implementation of strategies for better decision-making. This is a gateway to the real world of management and decision-making.

Course Contents:

Module I: Introduction

Planning, Evolution of strategic management, Concept of Corporate Strategy: Intended & Emergent, Patterns of Strategy Development, Levels of strategy.

Module II: Mission & Vision

Concept of Strategic Intent, Vision and Mission, Formulation of Vision and Mission Statements, Different Perspectives on Vision and Mission, Business Definition and concept of a Business Model.

Module III: Strategic Analysis

Industry Analysis, Competitor Analysis using Porter's 5-Forces model, Market Analysis, Environmental Threat and Opportunity Profile (ETOP), Internal Analysis: Building Organization Capability Profile and Strategic Advantage Profile (SAP), Building competencies using Value chain Analysis, Environmental Analysis and dealing with uncertainty, Scenario Analysis, SWOT Analysis.

Module IV: Strategic Choice

Strategic alternatives at corporate level: expansion, stability, retrenchment and combination, Strategic choice models for dominant single-business companies- Strickland's Grand Strategy Selection Matrix, Model of Grand Strategy Clusters, Strategic choice models for multi-business companies- BCG, GE Nine Cell Matrix, Hofer's Model. Coevolving, Patching, Strategy as simple rules. Strategic alternatives at business level: Michael Porter's Generic competitive strategies. Building Sustainable Competitive Advantage.

Module V: Strategic Implementation

Operationalizing strategy and Institutionalizing strategy- developing short-term objectives and policies, functional tactics, and rewards. Structural Implementation, Strategic Control, Mc Kinsey 7-S Framework.

Module VI: Recent Developments

Recent Developments in the Field of Strategy: Use of Balanced Scorecard approach, Corporate Governance and Corporate Social Responsibility, Corporate sustainability.

Examination Scheme:

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

Text:

- Business Policy and Strategic Management, Jauch & Glueck
- Strategic Management, Formulation, Implementation & Control, Pearce & Robinson (McGraw Hill), (9th Edition)

References:

- Corporate Strategy, Lynch (Pearson),(4th Edition)
- Strategic Planning, Ramaswamy & Namakumari
- Competitive Advantage, Michael E. Porter
- Crafting & Executing Strategy, The Quest for Competitive Advantage, Thomson, Strickland, Gamble & Jain (McGraw Hill, (12th Ed.)

INTERNATIONAL BUSINESS MANAGEMENT

Course Code: BBA 604

Credit Units: 03

Course Objective:

To introduce students to the contemporary issues in International Business that illustrate the unique challenges faced by managers in the international business environment.

Course Contents:

Module I: Introduction to International Business

Nature and scope of international business. International business environment.

Classical theory of international trade: Absolute cost advantage theory, comparative cost theory, and Modern theory of international trade. Michael Porter model of competitive advantage of nations.

Globalization – forces, Meaning, dimensions and stages in Globalization.

Module II: International Business Environment

Tariff and non-tariff barriers. General Agreement on Trade and Tariffs (GATT), World Trade Organization.

Important Ministerial Conferences & their outcomes. Dispute settlement mechanism under WTO. Regional Integrations, Trade Blocks – nature and levels of integration – arguments for and against regional integration.

Module III: Modes of International Entry

International Business – Entry modes - Franchising, Exporting, Licensing, International Agents, International Distributors, Cross Border Mergers & Acquisitions, Strategic Alliances, Joint Ventures, Overseas Manufacture and International Sales Subsidiaries, Outsourcing, FDI, FII, PN

Module IV: International Financial Management

Introduction to International Financial Management – International Monetary System, exchange rate system (floating and fixed) Financial Markets and Instruments- Introduction to Export and Import Finance – ECGC & EXIM Bank, Methods of payment in International Trade: Letter of Credit, Banker's Acceptance, Draft.

Module V: Forex Exposure

Country Risk Analysis – Political, Social and Economic. Types of Forex Exposure: Accounting, Operating & Transaction – their management. An introduction to interest rate exposure

Module VI: Foreign Trade Procedure

An Introduction to Foreign trade Policy and its impact on different sectors of the Economy. Documentation Framework: Types, and Characteristics of Document, Export Contract - INCO Terms - Processing of an Export Order.

Examination Scheme:

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

Text:

- Charles W L Hill. And Arun Kumar Jain. International Business: competing in the global market place, Mc Graw-Hill, 2007.

References:

- John D. Daniels Lee H Radebaugh, International Business: Environments and Operations. Addison Wesley, 2007.
- Cherulinam, Francis, International Business, 3rd edition, Prentice Hall India

DISSERTATION

Course Code: BBA 655

Credit Units: 09

The Aims of the Dissertation

The aim of the dissertation is to provide you with an opportunity to further your intellectual and personal development in your chosen field by undertaking a significant practical unit of activity, having an educational value at a level commensurate with the award of your degree

The dissertation can be defined as a scholarly inquiry into a problem or issues, involving a systematic approach to gathering and analysis of information / data, leading to production of a structured report.

The Dissertation Topic

It is usual to give you some discretion in the choice of topic for the dissertation and the approach to be adopted. You will need to ensure that your dissertation is related to your field of specialisation.

Deciding this is often the most difficult part of the dissertation process, and perhaps, you have been thinking of a topic for some time.

It is important to distinguish here between 'dissertation topic' and 'dissertation title'. The topic is the specific area that you wish to investigate. The title may not be decided until the dissertation has been written so as to reflect its content properly.

Few restrictions are placed on the choice of the topic. Normally we would expect it to be:
relevant to business, defined broadly;
related to one or more of the subjects or areas of study within the core program and specialisation stream;
clearly focused so as to facilitate an in-depth approach, subject to the availability of adequate sources of information and to your own knowledge;
of value and interest to you and your personal and professional development.

Planning your dissertation

This will entail following:

- Selecting a topic for investigation.
- Establishing the precise focus of your study by deciding on the aims and objectives of the dissertation, or formulating questions to be investigated. Consider very carefully what is worth investigating and its feasibility.
- Drawing up initial dissertation outlines considering the aims and objectives of the dissertation. Workout various stages of dissertation
- Devising a timetable to ensure that all stages of dissertation are completed in time. The timetable should include writing of the dissertation and regular meetings with your dissertation guide.

The dissertation plan or outline

It is recommended that you should have a dissertation plan to guide you right from the outset. Essentially, the dissertation plan is an outline of what you intend to do, chapter wise and therefore should reflect the aims and objectives of your dissertation.

There are several reasons for having a dissertation plan

- It provides a focus to your thoughts.
- It provides your faculty-guide with an opportunity, at an early stage of your work, to make constructive comments and help guide the direction of your research.
- The writing of a plan is the first formal stage of the writing process, and therefore helps build up your confidence.
- In many ways, the plan encourages you to come to terms with the reading, thinking and writing in a systematic and integrated way, with plenty of time left for changes.
- Finally, the dissertation plan generally provides a revision point in the development of your dissertation report in order to allow appropriate changes in the scope and even direction of your work as it progresses.

Keeping records

This includes the following:

- Making a note of everything you read; including those discarded.

- Ensuring that when recording sources, author's name and initials, date of publication, title, place of publication and publisher are included. (You may consider starting a card index or database from the outset). Making an accurate note of all quotations at the time you read them.
- Make clear what is a direct a direct quotation and what is your paraphrase.

Dissertation format

All students must follow the following rules in submitting their dissertation.

- Front page should provide title, author, Name of degree/diploma and the date of submission.
- Second page should be the table of contents giving page references for each chapter and section.
- The next page should be the table of appendices, graphs and tables giving titles and page references.
- Next to follow should be a synopsis or abstract of the dissertation (approximately 500 words) titled: Executive Summary.
- Next is the 'acknowledgements'.
- Chapter I should be a general introduction, giving the background to the dissertation, the objectives of the dissertation, the rationale for the dissertation, the plan, methodological issues and problems. The limitations of the dissertation should also be hinted in this chapter.
- Other chapters will constitute the body of the dissertation. The number of chapters and their sequence will usually vary depending on, among others, on a critical review of the previous relevant work relating to your major findings, a discussion of their implications, and conclusions, possibly with a suggestion of the direction of future research on the area.
- After this concluding chapter, you should give a list of all the references you have used. These should be cross - references with your text. For articles from journals, the following details are required e.g.

Draper P and Pandyal K. 1991, The Investment Trust Discount Revisited, Journal of Business Finance and Accounting, Vol18, No6, Nov, pp 791-832.

For books, the following details are required:

Levi, M. 1996, International Financial Management, Prentice Hall, New York, 3rd Ed, 1996

- Finally, you should give any appendices. These should only include relevant statistical data or material that cannot be fitted into the above categories.

Guidelines for the assessment of the dissertation

While evaluating the dissertation, faculty guide will consider the following aspects:

Has the student made a clear statement of the objective or objective(s).

If there is more than one objective, do these constitute parts of a whole?

Has the student developed an appropriate analytical framework for addressing the problem at hand.

Is this based on up-to-date developments in the topic area?

Has the student collected information / data suitable to the frameworks?

Are the techniques employed by the student to analyse the data / information appropriate and relevant?

Has the student succeeded in drawing conclusion form the analysis?

Do the conclusions relate well to the objectives of the project?

Has the student been regular in his work?

Layout of the written report.

Examination Scheme:

| | |
|---------------------------------|------------|
| Contents & Layout of the Report | 30 |
| Conceptual Framework | 10 |
| Objectives & Methodology | 15 |
| Implications & Conclusions | 15 |
| Viva/ Presentations | 30 |
| Total | 100 |

BRAND MANAGEMENT

Course Code: BBA 605

Credit Units: 03

Course Objective:

The objective of the course is to help the students understand and appreciate the theoretical concepts of brands. To generate the ability to apply the concepts in real life.

Course Contents:

Module I: Introduction

Meaning and importance of brands. Brands v/s products. Challenges and opportunities of branding. Concept of Brand Equity. Brand management process. Role of CRM in building brands.

Module II: Brand Positioning and value

Sources of brand equity. Brand Building. Implications of brand building. Brand positioning: Brand value. Internal branding.

Module III: Brand Marketing

Criteria for choosing Brand elements. Building brand equity: Product strategy, pricing strategy. Integrated marketing communication. Celebrity endorsements. Concept of co-branding

Module IV: Brand Performance and Branding strategies

Brand value chain, Brand equity management system. Brand hierarchy. Designing branding strategy. Brand extension: Concept, Advantages and disadvantages. Evaluating opportunities of brand extension. Branding strategy over PLC.

Module V: Managing Brands

Reinforcing Brands. Brands revitalization Managing brands internationally, advantages and disadvantages of global marketing. Standardization v/s customization. Global Brand strategy.

Examination Scheme:

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

Text:

- Keller Kevin Lane, Strategic Brand Management: Building, Measuring and Managing Brand Equity, Second Edition, Printice Hall.

References:

- Jean Noel Kampferer, Kogan Page, Strategic Brand Management, Second Edition
- Understanding Brands, Cowley D.

ADVERTISING AND SALES PROMOTION

Course Code: BBA 606

Credit Units: 03

Course Objective:

The objective of the course is to familiarize students with advertising concepts and strategies, the methods and tools used. Enabling them to develop advertising strategies and plans and to develop the judgment parameters required in product management, to evaluate advertising.

Course Contents:

Module I: Introduction

Role of Promotion in Marketing Mix. Components of promotion mix viz Advertising Publicity, Personal selling, Public relations and Sales promotion. Concept of integrated marketing communication.

Module II: Advertising

Need, scope objectives and importance of advertising, Strengths and Weaknesses of Advertising as a Promotion Tool, role of advertising in current market, advertising and society- latest trends in advertisements different types of advertisements.

Module III: Advertising Campaign Planning

Setting advertising goals and objectives- The DAGMAR Approach. Message strategies and tactics- Creative approaches, Copywriting and testing. Advertising copy design. Copy layout, Advertising appeals and themes, Classification of advertisement copies-Essentials of a good copy Ethics in advertising.

Module IV: Advertising Media and Agencies

Types of media, media planning and scheduling. Advertising budgets. Approaches to advertising budgeting. Measuring advertising effectiveness. Advertising business in India. Rural advertising. Legal and ethical aspects of advertising, Advertising and society. Advertising in international perspective.

Module V: Sales Promotion

Need, scope objectives and importance of sales promotion. Management of sales Promotion at the consumer, trade and sales force levels. Strengths and weaknesses of Sales Promotion.

Module VI: Sales Promotion Strategy

Planning and designing sales promotion programme with specific reference to sales contest, trade in discount coupons etc. sales display and merchandising. Latest trends in sales promotion.

Examination Scheme:

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

Text:

- Belch and Belch, Advertising and Promotion, Sixth Edition, Tata McGraw Hill

References:

- Batra Rajeev, Aaker, David A and Myere John G. Advertising Management, Fifth Edition, Pearson Education
- Advertising Management – Chunawalla

RETAIL MANAGEMENT

Course Code: BBA 607

Credit Units: 03

Course Objective:

Keeping in view the growth of retail industry, the course has been designed to familiarize students with the basics of retail industry and give them an overview about rural marketing practices.

Course Contents:

Module I: Introduction

Nature, scope and importance of retailing, retail competition theories, Retail management process, Influence of changing environment on retailing viz demographic changes, lifestyle changes, technology changes (e-business), Retail Environment.

Module II: Consumer Behavior in Retailing

Consumer Behavior in retailing, Buying decision process in retailing, Types of buying decision, market segmentation for retailing, generational cohorts.

Module III: Retail Marketing Strategy & Customer Service

Types of retailers, multichannel retailing, Retail strategy concept & its elements, Strategic retail planning process, Retail Pricing, Retail Promotion tool, Customer Loyalty Programme, global retailing growth strategies & international market entry strategies, Advantages through customer service, Customer evaluation of service quality, GAP model for improving service.

Module IV: Merchandise management

Retail Information system & supply chain management, Concept of merchandise management. Planning Merchandise – organizing buying process, developing an assortment plan, allocating merchandise to stores meeting vendors and establishing strategic relations with them, branding strategies for retail (e.g., private labels).

Module V: Store management & visual merchandising

Store layout & space planning, atmospherics, Choosing store location, visual merchandising, Recruitment, selection, Training, motivation, Compensation and Control of store employees.

Module VI: Rural Retailing

Introduction to rural retailing, Relevance, Importance and the Emerging Scenario of Rural markets, Major problem areas in rural retailing, Strategies for Rural Retailing, Social and sustainability aspects of rural retailing.

Examination Scheme:

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

Text:

- Levy & Weitz , Retailing Management, Fifth edition , Tata McGraw Hill,
- Kashyap Pradeep, Raut Siddhartha, The Rural Marketing Book, 2006, Biztantra.

References:

- Retailing management, Swapna Pradhan,, 3rd edition Tata McGrawhill.
- Retail Marketing Management, David Gilbert.
- Barry Berman & Joel R. Evans, Retail Management, A Strategic Approach, Ninth Edition, Pearson Education.

CORPORATE TAX PLANNING

Course Code: BBA 608

Credit Units: 03

Course Objective:

To provide understanding of Direct Tax including Rules pertaining there to and application to different business situations. To understand principles underlying the Service Tax and concepts of VAT.

Course Contents:

Module I: Introduction to Tax Management

Concept of tax planning, Tax avoidance and tax evasions, Corporate taxation.

Module II Income from business

Residential Status of companies, Taxable income under Business and Profession, Computation of Profit and Gains from business profession, Deemed business profits, Assessment of Retail Business, Deemed incomes (cash credit, unexplained investments, unexplained money and other assets, unexplained expenditures, investments and valuable articles not fully disclosed in books of accounts).

Module III: Deductions allowed under business and profession

Deduction Expressly allowed section 30-35, Depreciation deduction calculation, Setoff and carry forward of unabsorbed depreciation section 32(2). Determining Actual Cost⁴³(1), Set-off and Carry Forward Losses, Bonus or commission to employees section, Interest on borrowed capital, Insurance premium 36(1(i)), Employees contribution to provident fund, Bad debts 36, Revenue expenditure incurred by statutory corporation, Banking transaction tax, Security transaction tax, Commodity transaction tax, provision for admissibility of general deduction 37(1),

Module IV: International accounting and Taxation

Analysis of foreign financial statement, Accounting standard: US GAAP, Indian GAAP, IAS, IFRS. Transfer Pricing – Meaning, measurement, strategic considerations Norms & Practices, tax havens, Double taxation agreement among countries, Tax implication of activities of foreign enterprise in India: Mode of entry and taxation respectively.

Module V: Indirect tax - concepts and general principles

Service tax - Charge of service tax and taxable services, Valuation of taxable services, Payment of service tax and filing of returns.

VAT – Introduction, Calculation of VAT Liability including input Tax Credits, Small Dealers and Composition Scheme, VAT Procedures, Central Sales Tax.

Module VI: Tax Planning And Financial Management Decisions

Tax planning relating to capital structure decision, Dividend policy, Inter – corporate, dividends and bonus shares, Tax provisions relating to free trade zones, Infrastructure sector and backward areas, Tax incentives for exports. Tax deductions and collection at source, Advance payment of tax.

Examination Scheme:

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & Reference:

Text:

- Lal & Vashisht, Direct Taxes, 29th Edition, Pearson

References:

- Singhania & Singhania, Income Tax, 39th Edition, Taxmann

FINANCIAL DERIVATIVES

Course Code: BBA 609

Credit Units: 03

Course Objective:

This course attempts to give an overview of the derivatives market with special reference to India. A financial manager must understand how derivatives can be used to the advantage of the firm. An introduction to Derivatives will equip the students to understand the mechanics of this highly intriguing & innovative field of study

Course Contents:

Module I: Introduction to financial derivatives

Introduction to derivative trading, Characteristics of derivatives, Underlying assets (Equity Bonds/loans, Foreign Currency, and Commodity), Importance of derivatives as an investment option, introduction to types of derivatives, Participants in derivatives market (Hedgers, Speculators, Arbitrageurs). Evolution of Derivative markets in India.

Module II: Forwards & Futures

Forward contracts: Limitations of forward markets, Differences between forwards and futures, Futures terminology, pricing of futures contract, Introduction to currency futures, Interest rate futures, Treasury bond futures, Eurodollar futures, commodity futures, Index futures & Stock Futures (Hedging, speculation and arbitrage).

Module III: Options: Fundamentals

Terminology - call, put, writer, buyer, premium, intrinsic value, time value, expiry date, settlement date, strike price, ATM, OTM & ITM, Options positions (payoff graphs), Types of Stock options, futures options vs spot options, Options on stock Indices, currencies & futures, Warrants & executive stock options, Exotic options

Module IV: Principles of trading & Hedging with Options

Option Valuation: The BS-Merton Model (Solving for BS model, assumption application and criticism), Trading strategies - Option trading using bull and bear spreads (payoff graphs)

Module V: Swaps

Terminology:- LIBOR, MIBOR, Swap basis, Interest rate swaps, Determining LIBOR/MIBOR swap zero rates, Currency swaps: Various types of swaps & features, Introduction to Swaptions.

Module VI: Recent Developments

New Derivative contracts including Credit Derivatives, Weather Derivatives, Energy Derivatives, etc. Role of derivatives in the economic meltdown of 2007 - 2008, Major Derivative mishaps in the world including The Barrings Bank disaster, The Sumitomo corporation scandal, the Swiss Bank scam

Examination Scheme:

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

Text:

- Hull, John C, An introduction to futures and options markets, Second Edition Prentice Hall of India

References:

- Gupta, S .L., ,Financial Derivatives Theory, Concepts and Problem 2005, Prentice - Hall, India

ADVANCED CORPORATE FINANCE

Course Code: BBA 610

Credit Units: 03

Course Objective:

The basic objective of this course is to acquaint the students with the latest developments in the field of corporate finance. This course will be a step above Financial Management II where they will learn advanced topics related to behavioural finance, corporate restructuring & corporate governance

Course Contents:

Module I: Introduction

Objectives of Corporate finance. Shareholder wealth maximization. Agency Problems, Management Compensation & measurement of Performance

Module II: Valuation Concepts

Valuation Models, Application of Valuation Model, EVA/MVA, Balanced scorecard and other methods/measures of financial performance.

Module III: Corporate restructuring

Differential Efficiency & Financial Synergy: Theory of Mergers, Operating Synergy & Pure Diversification: Theory of mergers, Costs and Benefits of Merger, Evaluation of Merger as a Capital Budgeting Decision, Poison Pills, Turnaround Strategies, Tax Planning relating to mergers and Amalgamation

Module IV: Corporate Governance & Business Ethics

Implementation of Corporate Governance, Ethics and finance, Ethical practices in market place, corporate responsibility, social audit and ethical investing.

Module V: Behavioural Finance

Introduction and Expected Utility, Non-Expected Utility Preferences, A review of classical probability theory, Beliefs, Biases and Heuristics, Preferences and Anomalies in the Financial markets

Module VI: Strategic Cost management

Financial aspects of supply chain management, Operations management perspective on Costs, Strategic cost analysis (using activity based costing, target costing and life cycle costing) and product pricing at Different stages of product's life cycle

Examination Scheme:

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

Text:

- Brealey and Myers, Principles of Corporate Finance, Eighth Edition, Tata McGraw Hill Publishing Company Limited.

References:

- Ross, Westerfield and Jaffe, Seventeenth Edition, Tata McGraw Hill.
- Quiry, P., Dallochio, M., YannLE Fur,.Antonio Salvi, Seventh Edition, John Wiley and Sons

INDUSTRIAL RELATIONS AND LABOUR LAW

Course Code: BBA 612

Credit Units: 03

Course Objective:

The objective of the course is to acquaint students with the origin and importance of Labour laws governing general functioning of employees in an organisation .And also to educate student with the important provisions under these laws .This will enable them to develop the right perspective of this delicate responsibility to deal with union constructively and to maintain industrial democracy.

Course Contents:

Module I: Basic Concepts

Industrial Relations, Industrial Peace, Industrial unrest and Industrial Discipline

Module II: Laws Relating to Industry

The factories Act, 1948 - Definition - Approval licencing and registration of factories - Notice by occupier, Health, and welfare measures - weekly holidays. Leave with wages, Employment of women and young person - Penalties and returns. The Industrial Disputes Act, 1947 - Definition - Persuasive, conciliation and voluntary process for the settlement of industrial disputes - power of the Govt. under ID Act - Instrument of economic coercion - Strike & lock out, Lay off Retrenchment, Transfer and closures - Discharge and Dismissal - Managements prerogative during pendency of proceeding

Module III: Laws Relating to Remuneration

The Payment of Wages Act, 1936 - Definition - Rules for payment of wages and deductions from wage. The Minimum Wages Act 1948 - Fixing of minimum wages, Procedure for raising minimum wage - Concept of living wages, Fair wage and minimum wage. The Employees State Insurance Act 1948 - Definition - Applicability of the Act - Insurable workmen - Contribution Benefit - Penalties. The Employees Provident Fund and Miscellaneous Provisions Act, 1952 and Employees family pension scheme - definition - Coverage of the organization and employees under the Act - Employees Provident Fund and pension fund scheme - Calculation of contribution withdrawal of Provident Fund amount - Penalties for offence. The Payment of Gratuity Act, 1972 - Definition - Scope and Coverage of the Act - Eligibility criteria - Calculation of Gratuity Nomination. The Payment of Bonus Act 1965 - Applicability of Act - Coverage of employee - Calculation of bonus Rate of Payable bonus - available surplus - allocable surplus.

Module IV: Laws Relating to Trade Union

The Trade Union Act 1926. Statutory Definition - Registration of TU Immoduley granted to Registered Trade Union - Recognition of TU.

Module V: Compensation and Insurance

The workmen's compensation Act 1923 - Definition - Rules regarding workmen's compensation - Defense available to employer and employees, E.S.I.C. Act, 1948, The Maternity Benefit Act 1961.

Module VI: Misc Acts

The Industrial Employment (standing order) Act 1946 - Scope and coverage of the Act - Concept of standing order - its certification process - Modification - interpretation and enforcement of standing orders.

Examination Scheme:

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

Text:

- P L Malik, Handbook of Labour and Industrial Law Eastern Book Publication **9th Edition 2005**

References:

- R. C. Chawla and K.C. Garg, "Industrial Law", Ludhiana, Kalyani Publishers, 1993.
- P.L. Malik, "Industrial Law", Lucknow, Eastern Book Co., 1995.19th edition reprinted 2006
- J.K. Bareja, "Industrial Law", New Delhi, Galgotia Publishing Co., 2001.
- M.Y. Pylee and George Simon, "Industrial Relations and Personnel Management", New Delhi, Vikas Publishing House, 1996.

- P. Subba Rao, “Essentials of Human Resource Management and Industrial Relations: Text, Cases and Games”, Mumbai, Himalaya, 2000.
- S.C. Shrivastava, “Industrial Relations and Labour Laws”, New Delhi, Vikas Publishing House, 2000 Fourth revised Edition. Reprinted 2006

PERFORMANCE MANAGEMENT SYSTEM

Course Code: BBA 613

Credit Units: 03

Course Objective:

This course will help students understand the significance of appraisal for an organization and individuals. It will develop an understanding of various Performance Appraisal tools and their applications and potential appraisal. Further it will develop a right perspective in them towards managing and improving performance.

Course Contents:

Module I: Overview of Performance Management

Employee Motivation & Needs (Vroom's & Adam's Theory of Motivation), Performance Appraisal: The past & the future, Human Resource Development & Performance Appraisal, Planning Performance & Role Clarity, Accountability and Effectiveness.

Module II: Process of Performance Appraisal

Measuring Performance Appraisal – Objectives & Indicators, Methods of Appraisal – Contemporary & Modern methods, Performance feedback & counseling.

Module III: 360 degree Feedback

Definition, methodology, advantages/disadvantages of Feedback, RSDQ Model, and Criteria for success, Experiences in 360 appraisals.

Module IV: Potential Appraisal

Concept, difference between performance appraisal and potential appraisal, Competency mapping & potential appraisal –case studies

Module V: Performance Management in application

Performance Management and development, Performance Management and Pay, Creating High Performance organization.

Module VI: Emerging Concerns & Performance Management

Appraisal for future – going beyond tangible performance, HR Scorecard, live projects.

Examination Scheme:

| | | | | |
|---------------|----|---|----|----|
| Components | CA | A | CT | EE |
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

Text:

- T.V. Rao; Performance Management and Appraisal; Jaico Publication
- Dinesh K. Srivastava, "Strategies for Performance Management", New Delhi, 2005, Excel Books,

References:

- K Aswathappa; Human Resource and Personnel Management; McGraw- Hill Companies
- Desimone; Human Resource Development Thomson Learning

COMPENSATION AND REWARD MANAGEMENT

Course Code: BBA 614

Credit Units: 03

Course Objective:

The objective of this course is to familiarize students with the dynamics of wage and salary administration and current trends in India.

Course Contents:

Module I: Introduction

Overview of Compensation Management, Wage and Salary Administration – Nature, Importance, Philosophy, Objectives, Definition, Goals Role of various parties – Employees, Employers, Unions & Government and Legislations for compensation.

Module II: Developing Compensation Programs

Job Evaluation, Basic systems Time wage, Piece wage, Incentives, Wage payments and Total Salary Structure, Compensation Surveys, Hay Plan, Developing Competitive Compensation Programs, Developing Salary Structures

Module III: Derivatives of Compensation

Pay for Performance, Merit pay and Performance Appraisal, Performance based rewards, Performance Criteria Choices, and Competency Mapping & Developing Performance Matrix, Performance based Compensation Schemes.

Module IV: Incentive Plans

Incentive Plans: individual and group incentive plans, Productivity Gain sharing plans, Profit Sharing Plans, Non - Financial and Financial incentives, Measuring Cost- to – Company (CTC).

Module V: Employee Benefits

Employee Benefits: Supplemented Pay benefits (pay for time not worked) insurance benefits, Retirement benefits, Employees' service benefits, Introduction to ESOPs, Flexible benefits and Benefit Surveys.

Module VI: Current Trends

Current Trends in Compensation and Reward Management

Examination Scheme:

| Components | CA | A | CT | EE |
|---------------|----|---|----|----|
| Weightage (%) | 30 | 5 | 15 | 50 |

Text & References:

Text:

- Garry Dressler, "Personnel / Human Resource Management", London, Prentice Hall, 1994.
- William B. Werther Jr. and Keith Davis "Human Resource Management". New Jersey: McGraw Hill. (1993)
- Milkovich & Newman, Compensation, Irwin/McGraw-Hill 8th Ed.

References:

- Frans Poets, The Art of HRD – Job Evaluation & Remuneration, Crest Publishing, Volume7 1st Edition
 - Michael Armstrong, Helen Murlis, The Art of HRD – Reward Management, Crest Publishing
 - Michael Armstrong, Employee Reward, (University Press)
 - P. Zingheim, The New Pay, Linking Employee & Organization Performance, Schuster, (Jossey-Bass)
 - Sara Rynes, Compensation in Organization, Gerhart (Jossey BASS)
 - Wendell L French, "Human Resource Management", USA, Houghton Mifflin Company, 1994.
- David D. Decenzo and Stephen P. Robbins, "Human Resource Management", New Delhi, Prentice Hall, 3rd Edn., 1988.

MANAGEMENT OF DOMESTIC AND FOREIGN EXCHANGE MARKETS -II

Course Code: BBA615

Credit Units: 03

Course Objective: To acquaint students with the economics of Management of domestic and foreign exchange markets.

Module I: Regulation of Domestic Markets

Basic functions of government; Market efficiency; Market failure; the meaning & cause; public policy towards monopoly and competition.

Module II: Foreign Exchange Markets and Dealings

Introduction – The Foreign Exchange Markets: Introduction, types:, Participants of Foreign Exchange Markets, Characteristics of Foreign Exchange Market, Major Foreign Currencies that Trade Worldwide, Foreign Currency Accounts – Nostro, Vostro and Loro (Cash Position and Currency position). Terms in Forex Market – Direct Quote and Indirect Quote, Bid, Ask and Spread, American terms, European terms, Spot, Tom, Cash and Forward Rates, Appreciation and Depreciation of currency, Premium and Discount, Swap Points, and Cross Rates.

Module III Foreign Exchange Markets & Regulatory Compliances

The Foreign Exchange Management Act, 1999, Trading Terminologies & Mechanism, Currency Convertibility, Major/Minor currencies. ISO Currency codes, linkages to other Global Markets & Events, Using benchmark rates LIBOR/MIBOR. Reserve Bank of India's remittance guidelines for individuals & Corporates.

Module IV: Foreign Exchange Exposure and Risk Management

Exchange Rate Determination Theories – The theory of Purchasing Power Parity, The Fischer effect, The International Fischer Effect and The Theory of Interest Rate Parity. Calculation of Forward Rate and Future Spot Rate. Arbitrage in Foreign Exchange Market – Covered and Uncovered Interest Arbitrage. Foreign Exchange Risk - Introduction, Types of Exposures and Strategies for Exposure Management. Hedging Transaction Exposure, Hedging Techniques, Money Market Hedge, Forward Hedge and Hedging of Futures & Options

Examination Scheme:

| Components | CPA | TP | Q/S | A | ME | EE |
|---------------|-----|----|-----|---|----|----|
| Weightage (%) | 5 | 5 | 5 | 5 | 10 | 70 |

Text & References:

- Eiteman, David K. Stonehill, Arthur I., and Moffett, Michael H. (2021). Multinational Business Finance (15th ed.). Pearson
- Cheol E., Bruce R and Tuugi C (2021) International Financial Management, Tata McGraw-Hill
- Shapiro, Allen C. (2016). Multinational Financial Management, Prentice Hall India.
- Levi, Maurice (2009), International Finance, McGraw Hill Inc., (4th ed.). New York, New Delhi.
- Paul R. Krugman, Maurice Obstfeld, et al.(2017) International Finance: Theory and Policy, 10th edition, Pearson
- Apte P.G. (2006), International Financial Management, Tata McGraw-Hill Publication

SOCIAL MEDIA MARKETING

Course Code: BBA 616

Credit Units: 03

Course Objective:

This course provides an introduction to social media marketing (SMM). It will be instrumental in providing the students with a cumulative learning experience. The student will learn how to construct social media strategies that achieve desired marketing goals. These marketing goals shape the development of tailored social media strategies. Special attention is given to the most effective techniques for identifying targeted marketing on the social web, with emphasis on the creation of personas that represent the critical online market segments for a company. Students will discover how to put these well-defined personas to work in selecting the optimal social media platforms for reaching an organization's marketing goals. Students will also learn the rules of engagement and social media ethics for behaving properly as marketers on the social web.

Module 1: Introduction to Social Media Marketing

The Role of Social Media Marketing, Understanding Social Landscape, Emerging, Landscape & Trends, Social Media Platforms and Social Network Sites, Microblogging

Module 2: Social Media Strategy

Social Media Marketing: Strategy & Framework Identifying Target Audiences, Rules of Engagement for SMM, Content Creation and Sharing: Blogging, Streaming Video, Podcasts, and Webinars

Module 3: Social Media Monitoring

Tools for Managing the Social Media Marketing Effort, Leveraging SEO for Social Media, Measuring Blogging, Podcasting and Vlogging Metrics

Module 4: Managing Other Social Media

Video Marketing, Marketing with Photos Sharing Sites, Discussion, News, Social Bookmarking, and Q&A Sites, Content Marketing: Publishing Articles, White Papers, and E Books

Suggested Readings:

- Bhatia, P. S., (2019), Social Media & Mobile Marketing, Wiley
- Zimmerman, J., (2017), Social Media Marketing – All in One for Dummies, Wiley
- **Digital Marketing: Cases from India** by Rajendra Nargundkar and Romi Sainy, Notion Press, Inc (2018)
- **Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation** by Damian Ryan, Kogan Page Publisher (Nov.2016)
- **Marketing 4.0: Moving from Traditional to Digital** by Philip Kotler, Publisher Wiley(Dec. 2016)
- **Digital Marketing** by Seema Gupta, McGraw Hill Education (Nov, 2017)
- **Fundamentals of Digital Marketing** by Punit Singh Bhatia, Pearson (June 2019)
- **The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns** by Ian Dodson, Wiley Publisher (2016)