



श्री माता वैष्णो देवी विश्वविद्यालय
SHRI MATA VAISHNO DEVI UNIVERSITY
School of Business
Sub Post office-182320, Jammu & Kashmir
(Recognized under Section 12 (B) & 2 (f) of UGC Act, 1956)

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No: SMVDU/SoB/22/371

Date: 07.11.2022

Minutes of 17th Meeting of Board of Studies of School of Business

A meeting of the Board of Studies (BoS) of School of Business (SoB), Faculty of Management, SMVD University (Katra, J&K) was held on 31-10-2022 (Monday) at 2:30 PM. onwards in the conference room of School of Business. The following members of BoS were present in the meeting.

Dr. Supran Kumar Sharma, Associate Professor, Dean I/c FoM	- Member
Dr. Jyoti Sharma, Associate Professor, SoB & Head - SoB	- Chairperson
Dr. Ashutosh Vashishtha, Associate Professor - SoB	- Member
Dr. Sushil Kumar Mehta, Associate Professor - SoB	- Member
Dr. Arti Maini, Assistant Professor - SoB	- Member
Dr. Rashmi Taggar, Assistant Professor - SoB	- Member
Dr. Syeda Shazia Bukhari, Assistant Professor - SoB	- Member
Dr. Deepak Jain, Assistant Professor - SoB	- Member Secretary
Prof. Unnat P. Pandit, Professor, J.N.U., Delhi	- Member (External Expert)
Mr. Sandeep G. Talgaonkar, SCE Lead India Business Unit, Mondelez International, Mumbai	- Member (External Expert)

The External Experts joined the meeting in online mode through google meet link.

Dr. Sanjay Kumar Mishra (Assistant Professor – SoB) did not attend the meeting.

Following faculty members also attended the Board of Studies Meeting:

Dr. Sarabjot Singh, Assistant Professor, SoB (Contractual)
Dr. Divya Singh Jamwal, Assistant Professor, SoB (Contractual)
Ms. Surbhi Kapoor, Assistant Professor, SoB (Contractual)
Ms. Radhika Aggarwal, Assistant Professor, SoB (Contractual)

Dr. Deepak Jain (Member Secretary, BoS) welcomed the members and external experts of Board of Studies (BoS) of School of Business (SoB). Dean, FoM addressed the Board of Studies and introduced the Faculty Members of School to the external members of SoB.

Dr. Deepak Jain presented the agenda of Meeting and invited suggestions / recommendations over the following agenda items are:

Agenda 1: Course structure for Integrated MBA (BBA (Honours) - MBA) with Exit Option 1st Year as per NEP 2020 to be approved with Course Contents

The course structure for 1st Year as per NEP 2020 was presented and deliberation were made on the same. Prof. Unnat P. Pandit suggested to add Swayam / National Programme on Technology Enhanced Learning (NPTEL) as a choice for students along with other courses as already identified at university level under Ability Enhancement Courses or Skills Enhancement Courses. Prof. Unnat P. Pandit also suggested to add foreign languages such as German, French and Spanish under Ability Enhancement Courses and to look for any opportunity to collaborate with different institutions like School of Foreign Languages, Lodhi Road, Delhi. It was deliberated amongst all the members of SoB and agreed on

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introducing Swayam / NPTEL as well as foreign languages as well as finalize the course contents of all the courses of 1st Year.

Agenda 2: New Open Elective courses offered by School of Business.

Member Secretary, BoS of the School proposed that School of Business shall offer below mentioned 6 open elective courses in 2nd Year and 3rd Year to the students of Undergraduate programs at SMVDU.

Nature of Course	Name of Course	Credit (L-T-P)	Year	Course Code
Open Elective	Creative Thinking	3 Credits (3-0-0)	2 nd Year	BUE2451
Open Elective	Industrial Psychology	3 Credits (3-0-0)	2 nd Year	BUE2452
Open Elective	Management Thinkers	3 Credits (3-0-0)	2 nd Year	BUE2453
Open Elective	Integrated Logistics Marketing	3 Credits (3-0-0)	3 rd Year	BUE3451
Open Elective	Trading in Indian Stock Market	3 Credits (3-0-0)	3 rd Year	BUE3452
Open Elective	Design Thinking	3 Credits (3-0-0)	3 rd Year	BUE3453

On reviewing the titles of open electives, and especially for the title 'Trading in Indian Stock Market', Prof Unnat appreciated the effort and said that the students must be encouraged to pick those courses that are based on their own choices and interests. He also suggested that Ph.D. students must select the topics which have policy recommendations and social implications. He also suggested to have elements of research within the scope of Post Graduate programmes.

It was resolved to distribute the course contents of above courses in 5 units as each course is of 3 credits. It was also identified that contact hours must be 48 as these courses are of 3credits. Faculty members were also asked to submit the revised course contents after making necessary amendments in 2 days i.e. 2-11-2022. The above courses were also distributed amongst 2nd and 3rd year respectively to be offered to the other schools of SMVDU in coming academic years.

Dean, FoM and board members showed their agreement with the external expert and informed that the School of Business already had collaborated with BSE Institute in even semester of academic year 2021-2022 in form of the training programmes for MBA 2020-22 Batch. Dean FoM requested the external experts to suggest any connection with NSE Institute. Prof Unnat recommended Mr Bhattacharya of NSE Institute for the same and promised to facilitate in this regard.

Agenda 3: Ratification of Revised Course Structure of Five-Year Integrated MBA (BBA (Honours) - MBA) with Exit Option and MBA program for Course Codes.

Member secretary presented the course structure of ongoing Five-Year Integrated MBA (BBA (Honours) - MBA) with Exit Option and MBA program in front of board members for ratification of revised course codes to synchronize the course codes with central examination of SMVDU.

Board members agreed with the changes in course codes to simplify the process and remove any anomalies with the examination section of SMVDU.

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Agenda 4: Ratification of Revised List of Ph.D. courses for Course Codes.

Dr. Deepak Jain presented the courses offered in Pre-Ph.D. to the board members for ratification of revised course codes to synchronize the course codes with central examination of SMVDU.

Board members agreed with the changes in course codes to simplify the process and remove any anomalies with the examination department of SMVDU.

Agenda 5: Inclusion of Social Sciences Citation Index (SSCI) for publication Eligibility

Faculty Members of SoB proposed and resolved the inclusion of SSCI at par with SCI and SCI (E) in School of Business for fulfilling the requirements of 2 publications by Ph.D. Students for becoming eligible for the award of Ph.D. Degree in School of Business, as the same is already notified for the School of Economics.

Chairperson conveyed vote of thanks to external members on behalf of all faculty members of SoB. Mr. Sandeep G. Talgaonkar and Prof. Unnat P. Pandit appreciated the initiatives taken by School of Business for student development and upliftment.

Dr. Deepak Kumar Jain
7/11/2022

Dr. Deepak Jain,
Member Secretary, BOS, SoB

Copy to:

Dean I/c, FoM
Dean, Academic Affairs for information.
Registrar, SMVDU for information.
PS to VC, SMVDU for information to HVC.
Members of BoS of SoB.
Office File.

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**Five Year Integrated MBA (BBA (Honors) -MBA) with Multiple Exit Option as per New Education Policy 2020
(2022-27 Batch)**

First 2 years (four semesters) of the undergraduate programme, followed by an exit 4-credit Vocational Course(s) / Job-Specific Internship that would help the graduates acquire job-ready competencies required to enter the workforce, applicable from 2023-28 Batch

Duration 4 Years
Total Credits 160

Bachelor of Business Administration (Honors)

- ✓ 23 Discipline Specific Core (DSC) Courses of 4 credits each = 92 credits
- ✓ 7 Discipline Specific Elective (DSE) Courses of 4 credits each = 28 credits
- ✓ 3 Multi-disciplinary (MD) Courses of 3 credits each = 9 credits
- ✓ 3 Ability Enhancement Courses (AEC) of 3 credits each = 9 credits
- ✓ 4 Skill Enhancement Courses (SEC) of 2 credits each = 8 credits
- ✓ 4 Value Added Courses (VAC) of 2 credits each = 8 credits
- ✓ 1 Summer Internship = 2 credits
- ✓ 1 Project Work (Discipline Specific Core (DSC)) = 4 Credits

Evaluation Methodology

Project Work BUDPR201 of 4 Credits for Semester-III students of BBA Batch 2022-25. The students deputed notification with respective mentors vide notification no. SM/VDU/SoB/22/419 dated 05-12-2022 shall undergo the project work under their allotted mentors for the guidance. The project work may comprise - Live Projects / Case Studies on (16 Week equivalent to 4 credits). The evaluation shall be of total 100 marks comprising of 30 marks evaluation by respective Mentor and 70 marks for semester end viva-voce & presentation in front of panel.

Bachelor of Business Administration (Honors with Research)

- ✓ 22 Discipline Specific Core (DSC) Courses of 4 credits each = 88 credits
- ✓ 6 Discipline Specific Elective (DSE) Courses of 4 credits each = 24 credits
- ✓ 5 Multi-disciplinary (MD) Courses of 3 credits each = 9 credits
- ✓ 5 Ability Enhancement Courses (AEC) of 3 credits each = 9 credits
- ✓ 4 Skill Enhancement Courses (SEC) of 2 credits each = 8 credits
- ✓ 4 Value Added Courses (VAC) of 2 credits each = 8 credits
- ✓ 1 Summer Internship = 2 credits
- ✓ 4 Research Project / Dissertation = 12 credits

Dissertation (D)

10% of marks evaluated by panel as Mid Term Evaluation
30% of marks evaluated by faculty supervisor
60% of marks evaluated by panel on Final Report submitted and Presentation



Undergraduate Certificate in Business Administration (after 1 Years: 40 Credits)
1st Year

Semester & Nature of Course	Name of Course	Credit (L-T-P)	Course Codes
Semester-I			
Major or Discipline Specific Core (DSC1)	Fundamentals of Management	4 Credits (4-0-0)	BUL1331
Minor or Discipline Specific Elective (DSE1)	Business Mathematics and Statistics	4 Credits (4-0-0)	BUE1371
Multi-disciplinary (MD) (Open Elective) (MD1)	Fundamentals of Marketing	3 Credits (3-0-0)	BUE1351
Ability Enhancement Courses (AEC) (Any 1) (AEC1)	Courses Offered from Other Schools	3 Credits (3-0-0)	Code from Other Respective Schools
Skill Enhancement Courses (Any 1) (SEC1)	Presentation Skills Modern Office Management	2 Credits (0-0-4)	BUP1381 BUP1383
Value Added Courses (Any 2) (VAC1) & (VAC2)	Courses Offered from Other Schools	2 Credits (2-0-0)	Code from Other Respective Schools

Semester & Nature of Course	Name of Course	Credit (L-T-P)	Course Codes
Semester-II			
Major or Discipline Specific Core (DSC2)	Introduction to Organizational Behavior	4 Credits (4-0-0)	BUL1332
Minor or Discipline Specific Elective (DSE2)	Basics of Business Environment	4 Credits (4-0-0)	BUE1321
Multi-disciplinary (MD) (Open Elective) (MD2)	Fundamentals of Business Economics	3 Credits (3-0-0)	BUE1063
Ability Enhancement Courses (AEC) (Any 1) (AEC2)	Courses Offered from Other Schools	3 Credits (3-0-0)	Code from Other Respective Schools
Skill Enhancement Courses (Any 1) (SEC2)	Personality Building Financial Literacy and Banking	2 Credits (0-0-4)	BUP1382 BUP1384
Value Added Courses (Any 2) (VAC3) & (VAC4)	Courses Offered from Other Schools	2 Credits (2-0-0)	Code from Other Respective Schools

Below mentioned vocational courses as a part of 4-credit bridge course / internship to be opted by the student if he/she opts for exit option after the 1st year.

Semester & Nature of Course	Credits
Vocational Courses	
Vocational Course (Any 1 from the list-1) / Internship of 4-5 Weeks duration	4 Credits

List-1

Nature of Course	Name of Course	Credit (L-T-P)
Vocational Course	Computerized Accounting – Tally	4 Credits (4-0-0)
Vocational Course	Financial Modeling with Excel	4 Credits (4-0-0)

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L1321				Fundamentals of Management			Pre Requisites			
L-T-P				Minor Duration	Major Duration	Internal Assessment	Co-requisites		Major Assessment	Total Assessment
L	T	S/P	C				Minor-I Assessment	Minor-II Assessment		
4	0	0	4	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE OUTCOMES

After successful completion of this course, students shall be able to;

- CO1: Demonstrate proficiency in fundamental management theories and concepts and how they apply to real-world situations.
 CO2: Develop an understanding of the challenges of management and successfully manage and resolve conflict.
 CO3: Employ analytical tools to assess management-related business problems and reach defensible conclusions.

COURSE CONTENTS

UNIT I

Definition of Management – Science or Art – Manager Vs Entrepreneur – types of managers – managerial roles and skills – Evolution of Management – Scientific, human relations, system and contingency approaches –Current trends and issues in Management. (08 Contact Hours)

UNIT II

Nature and purpose of planning – planning process – types of planning – objectives – setting objectives – policies – Planning premises – Planning Tools and Techniques – Decision-making steps and process. (10 Contact Hours)

UNIT III

Nature and purpose – Formal and informal organization – organization chart – organization structure – types – Line and staff authority – departmentalization – delegation of authority – centralization and decentralization. (10 Contact Hours)

UNIT IV

Foundations of individual and group behavior – motivation –motivational techniques; communication – the process of communication – barrier in communication – effective communication, Coordination. (10 Contact Hours)

UNIT V

System and process of controlling – budgetary and non-budgetary control techniques – use of computers and IT in Management control – Productivity problems and management – control and performance. (10 Contact Hours)

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	10 Internal Assessment shall be awarded on students' work in the form of Case Studies / Assignments / Presentations / Seminars, which shall be evaluated by the concerned faculty.

Reference Books

1. Vasisht, Neeru, Principles of Management, Taxman
2. Koontz & Weihrich, Essentials of Management, TMH
3. Mullins, Management and Organisational Behaviour, Pearson
4. Stephen P. Robbins, Mary K. Coulter, Management, Pearson
5. James A F Stoner, R Edward Freeman, Daniel R Gilbert, Management, Pearson.

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BUE1371			Business Mathematics and Statistics				Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
4	0	0	4	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE OUTCOMES

After successful completion of this course, students shall be able to;

CO1: Explain basic statistical & mathematical concepts in the applied form.

CO2: Interpret the meaning of the estimated statistical & mathematical tools in business problems.

CO3: Apply different measuring and relevant tools/ methods for data in business problems.

COURSE CONTENTS

Unit I

Theory of Sets: Meaning, Elements, Types, Presentation and Equality of Sets; Union, Intersection, Compliment and Difference of Sets. Arithmetic and Geometric Progression Growth rate: Simple and Compound, Depreciation- Time Value of Money- Future and Present Value, Compounding and Discounting. Matrices-Types, Matrix manipulations and their rules, Order of Matrix, Transpose of Matrix, Inverse and Cramer's Rule. (10 Contact Hours)

Unit II

Calculus: Meaning & applications in business, Constant and variables, Functions, Limit & Continuity; Differentiability & Differentiation, Differentiation by First principle, Partial and Total Differentiation; Derivatives – First order and Second order Derivatives; Maxima & Minima using Lagrange transform; Fundamentals of Integrals Applications in corporate world. (12 Contact Hours)

Unit III

Definition, Scope and Limitations of Business Statistics-Frequency distribution- Representation of data by Frequency distribution, Measures of Central tendency- Mean, Median, Mode, Mean. Quartiles, Deciles and Percentiles. Measures of Dispersion: Absolute and Relative measures of Range, Standard Deviation, Coefficient of Variance & Variation, Skewness and Kurtosis. (12 Contact Hours)

Unit IV

Correlation and Regression: Meaning & Significance in business, Scatter diagram, Karl Pearson's Coefficient of Correlation, Multiple & Partial Correlation, Rank Correlation, Regression lines, Regression coefficients & Applications of Regression and Correlation in Business. Index Numbers: Significance of Index Numbers in Business, Time Reversal & Factor Reversal tests -Base Shifting, Splicing and Deflating, Problems involved in construction of Index Numbers, applications in business (12 Contact Hours)

Unit V

Time Series Analysis: An Application. Concept of Business Analytics Probability: Meaning & Significance in business, Independent and dependent events; mutually exclusive events; Mathematical Expectation. (12 Contact Hours)

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Marks each + 1 Major of 50 Marks
	Internal Marks shall be awarded on students' work in the form of Case Study analysis/ quizzes / Reports / Presentations / Seminars/Assignments, which shall be evaluated by the concerned faculty. Hands-on sessions on a statistical software

Reference Books

1. Allen R.G.D. 'Mathematical Analysis for Economics'. St.M.Press, Latest Edition
2. Andy Francis, Business Mathematics and Statistics, Cengage Learning, Latest Edition
3. Baumol, W.J. 'Economic Theory and Operations Analysis, Prentice Hall', Latest Edition
4. Budnick, F.S. 'Applied Mathematics for Business, Economics and Social Sciences', McGraw Hill, Latest Edition
5. Chiang, A.C. 'Fundamental Methods of Mathematical Economics', McGraw Hill, Latest Edition
6. Henderson, 'Microeconomic Theory' A Mathematical Approach, McGraw Hill, Latest Edition
7. Hooda, R. 'Statistics for Business and Economics', Macmillan, Latest Edition
8. Thukral, J K. Business Mathematics and Statistics, Scholar Tech Press, Latest Edition
9. Medhi, J. 'Statistical Methods: An Introductory Text, New Age International, Latest Edition
10. Nagar, A.L. and R.K. Das, 'Basic Statistics', OUP, Latest Edition
11. Bhardwaj, R. S. Mathematics and Statistics for Business, Excel Book, Latest Edition
12. Rao, C.R. 'Linear Statistical Inference and Applications', Wiley and Sons, Latest Edition
13. Gupta, S.P. Statistical Methods, S. Chand & Co Ltd, Latest Edition
14. Saha, Suranjan, Practical Business Mathematics & Statistics, Tata McGraw Hill, Latest Edition

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BUE1351				Fundamentals of Marketing			Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
3	0	0	3	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE OUTCOMES

After successful completion of this course, students shall be able to;

CO1: Understand the importance of marketing tools

CO2: Learn the importance of market surveys

CO3: Apply the principles of marketing in promoting products and services

COURSE CONTENTS

Unit 1 (08 Contact Hours)

Defining Marketing, Scope of Marketing, Ps of Marketing, Marketing Concepts, Marketing Orientation, Changing Marketing Practices, Value-Delivery Network, Customer Delight, Customer Relationship Management

Unit 2 (10 Contact Hours)

Market-oriented strategic planning, Steps in planning process, Contents of Marketing Plan, BCG Approach, GE Model, SWOT Analysis, Marketing Research Process, Scanning the Marketing Environment

Unit 3 (10 Contact Hours)

External Marketing Environment, Social factors, Demographic factors, Economic factors, Technological factors, Political & Legal factors, Competitive factors

Unit 4 (10 Contact Hours)

Market Segmentation, Criteria, Bases, Steps of Segmentation. Targeting Strategies. Positioning- Perceptual Maps, Positioning bases, Repositioning.

Unit 5 (10 Contact Hours)

Product Mix, Product-Line decisions, Brand Identity, Brand Equity, Service Mix, Service Quality, Integrated Marketing Communications, Ethical issues in Marketing

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	Internal Assessment shall be awarded on students' work in the form of Case Study analysis/ quizzes / Reports / Presentations / Seminars/Assignments, which shall be evaluated by the concerned faculty. Hands-on sessions on a statistical software

Reference Books

1. Lamb, Hair, Sharma, & McDaniel, 'MKTG', Cengage.
2. Philip Kotler 'Marketing Management, Pearson Education.
3. B. Paul, W. Sophie, R. Sara, A. Paolo 'Fundamentals of Marketing' (Audiobook).

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BUP1381				Presentation Skills			Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
0	0	4	2	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE OUTCOMES

After the successful completion of course the students would be able to:

CO1: Prepare the presentations professionally.

CO2: Present with confidence by learning and practicing the required skills.

CO3: Develop better communication and presentation expression.

COURSE CONTENTS

Unit 1

Why PPTs? Benefits of Successful Presentation. Ps of Presentation. Know your audience. Setting SMART Objectives. Script writing, Grammar, Style, Vocabulary, Creativity, Layout, templates. Presentation checklist. (12 Contact Hours)

Unit 2

Proxemics- kinesics, vocalics and chronemics. Interactive presentations. Power of Pronunciation, Accent, Intonations, Pauses. Connecting with audience. Maintaining the flow of presentation. Impression Management- Charisma, Influence, Eyes & Smile. The art of story telling. (10 Contact Hours)

Unit 3

What people remember. What people forget. Stages of memory. Associations & Differences, Numerical Information, Primacy & Recency effect. Handling Q/A, handling interruptions, handling disasters (10 Contact Hours)

NOTE:	a) The Lab component shall be evaluated out of a total of 100 Marks by the concerned faculty. No external examiner shall be involved.
	b) 30 Marks shall be assigned to the Semester Performance Record —
	c) 40 Marks shall be assigned to the Performance of the Practical Work in the Major Exam —
	d) 30 Marks shall be assigned to the Vice Voce conducted in the Major exam. —

Reference Books

1. William R Steele , 'Presentation Skills 201' Erie Publishing
2. C. Dale, 'The Art of Public Speaking', Prabhat Prakashan
3. <https://hbr.org/2013/06/how-to-give-a-killer-presentation>

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BUP1382			Personality Building				Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
0	0	4	2	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE OUTCOMES

After successful completion of this course, students shall be able to:

CO1: Have increased level of self-awareness

CO2: Know and apply the techniques to manage self

CO3: Understand others and harness the power of people networking

COURSE CONTENTS

Unit 1

What is Personality. Determinants of Personality. Genetic, Environmental, Learning, Parental, Developmental, Consciousness and Unconscious Factors. Big 5 Personality Traits. Discovering your Myers-Briggs Personality Type (12 Contact Hours)

Unit 2

Etiquette Quotient. Emotional Quotient. Spiritual Quotient. Resilience Quotient. Communication Quotient. Social Quotient. Creativity Quotient. Leadership Quotient. Entrepreneurial Quotient. (10 Contact Hours)

Unit 3

Goal-setting. Need Achievement. Habit Cycle. How to effectively utilize your time. How to cope-up with stress. Activities for holistic wellbeing. Power of positive psychology (10 Contact Hours)

NOTE:	a) The Lab component shall be evaluated out of a total of 100 Marks by the concerned faculty. No external examiner shall be involved.
	b) 30 Marks shall be assigned to the Semester Performance Record
	c) 40 Marks shall be assigned to the Performance of the Practical Work in the Major Exam
	d) 30 Marks shall be assigned to the Vice Voce conducted in the Major exam.

Reference Books

1. G. Héctor & M. Francisc, 'Ikigai', Random House UK
2. C. James, 'Atomic Habits', Random House UK
3. Gaur Gopal Das, 'Energize Your Mind: Learn the Art of Mastering Your Thoughts, Feelings and Emotions', Penguin
4. S. Robin, 'The Everyday Hero Manifesto' Jaico Publishing House.

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BUP1383			Modern Office Management				Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
0	0	4	2	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE OUTCOMES

After successful completion of this course, students shall be able to:

CO1: Understand the concept of office management.

CO2: Acquire operational skills of office management.

CO3: Develop the interest in methods and procedures of office management.

COURSE CONTENTS

Unit I

Business Enterprise, Office and Office Staff, the most Common Forms of Business Organizations, Advantages of Office Work, the Categories of Office Career and Job Classifications under Each Category, the Specific Skill Requirements for Office Jobs, Duties and Responsibilities of Office Staff. (10 Contact Hours)

Unit II

Objectives of Record Keeping; Meaning of Filing, Different Kinds of Filing System, Steps in Filing; Indexing; Selecting the Appropriate Filing System; handling Incoming & Outgoing Mails; Key points to write a document: The 5w-h plan for writing; Steps in writing workplace documents; Important things to remember when editing seven layout mistakes to avoid; Quick tips for report Writing; Basics of Meetings (10 Contact Hours)

Unit III

Skills of the Supervisor, Functions of Supervisor, Communication, Meaning; Process; Communicating Tools; Types, Barriers; Meaning and Concept; Importance of Leadership; Qualities of a Leader; Relationship & Differences, Leadership and Motivation; Leadership Ethics - Traits of an Ethical Leader; Leadership Styles - Important Leadership Styles. (12 Contact Hours)

NOTE:	a) The Lab component shall be evaluated out of a total of 100 Marks by the concerned faculty. No external examiner shall be involved.
	b) 30 Marks shall be assigned to the Semester Performance Record
	c) 40 Marks shall be assigned to the Performance of the Practical Work in the Major Exam
	d) 30 Marks shall be assigned to the Vice Voce conducted in the Major exam.

Reference Books

1. J.P.Mahajan, 'Fundamentals of office Management'.
2. S.P. Arora, 'Office Management'.
3. R.S.N.Pillai & Bagavathi, 'Office Management', S.Chand

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L-T-P			Financial Literacy and Banking				Pre Requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
0	0	4	2	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE OUTCOMES

After successful completion of this course, students shall be able to:

- CO1: Have an understanding of basic concepts related to savings and investment.
 CO2: Appreciate banking activities and insurance products.
 CO3: Have basic knowledge about financial markets.

COURSE CONTENTS

Unit I

Basics of Savings and Investment: Why are investing and savings important? Savings Vs Investment, Power of Compounding, What should be the investment objectives? Risk and Return, Inflation effects on Investment, Investor's Age and Assets Allocation. Government Schemes-National Saving Certificates, Public Provident Fund, Post Office Schemes, Equity Linked Savings Schemes, Retirement Benefits Schemes- NPS (New Pension System) (10 Contact Hours)

Unit II

Banking Activities: Deposits and Types of Deposits-Saving Bank Accounts, Fixed Deposit Accounts, Recurring Deposit Account, Special Term Deposit Schemes, Loans and Types of loan advanced by Banks and Other secondary functions of Bank. Banking structure in India and Role of Reserve Bank of India. (12 Contact Hours)

Protection Related products: Insurance Policies, Life Insurance, Term Life Insurance, Endowment Policies, Pension Policies, ULIP, Health Insurance and its Plans, Understanding of Ponzi Schemes

Unit III

Financial Markets: Capital Market Vs Money Market, Securities and its types, i.e., Equity, Debentures or Bonds, IPOs and FPOs, Mutual Funds, Types of Mutual Funds, Brokers, sub-brokers, Process for becoming a capital market investor. (10 Contact Hours)

NOTE:	a) The Lab component shall be evaluated out of a total of 100 Marks by the concerned faculty. No external examiner shall be involved.
	b) 30 Marks shall be assigned to the Semester Performance Record
	c) 40 Marks shall be assigned to the Performance of the Practical Work in the Major Exam
	d) 30 Marks shall be assigned to the Vice Voce conducted in the Major exam.

Reference Books

1. Investment Planning by SEBI
2. E. Narayanan Nadar, Money and Banking, PHI
3. T. R. Jain & R. L. Sharma, 'Indian Financial System', VK Global Publisher.
4. R.G. Sahia, S. K. Panigrahi and D. K. Patel. Financial Literacy and Banking, Himalaya Publishing House
5. B. K. Das, Financial Literacy and Banking. Krupajala Books
6. T. R. Jain and R. K. Kaundal, 'Money and Banking', VK Global Publisher.

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BUL1322			Introduction to Organizational Behavior				Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
4	0	0	4	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE OUTCOMES

After successful completion of this course, students shall be able to;

CO1: Understand behavior of the individuals at individual including attitudes, learning, personality, perception, and motivational theories.

CO2: Understand group behavior in organizations, including communication, leadership, power and politics, conflict, and negotiations.

CO3: Understand the organizational system, including organizational structures, culture, and change.

COURSE CONTENTS

UNIT I

Management & OB, Challenges and Opportunities for Organisation Behaviour, Organisation Behaviour Model; Foundations of Individual Behaviour: Learning. (08 Contact Hours)

UNIT II

Attitudes, Personality, Perception, Emotional Intelligence, Motivation Theories and Applications. (10 Contact Hours)

UNIT III

Foundations of Group Behaviour: Group Development; Group Behaviour; Sociometry. (10 Contact Hours)

UNIT IV

Conflict management. Transactional analysis; Johari Window; Organization as a system: Organizational Change. (10 Contact Hours)

UNIT V

Organizational Culture; Organizational Development; Stress management. (10 Contact Hours)

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	10 Internal Assessment shall be awarded on students' work in the form of Case Study / Assignments / Presentations / Seminars, which shall be evaluated by the concerned faculty.

Reference Books

1. Koontz & Weihrich, 'Essentials of Management', TMH
2. Mullins, 'Management & OB', Pearson
3. Robbins, Judge, Sanghi, 'Organizational Behaviour', Pearson
4. Greenberg et al. 'Managing Organizational Behavior'.
5. Fred Luthans, 'Organizational Behavior', TMH.

BUE1321			Basics of Business Environment				Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
4	0	0	4	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE OUTCOMES

After successful completion of this course, students shall be able to;

CO1: Understand the environment in which businesses operate, the economic operational and financial framework

CO2: Understand the Indian economic environment and the policy framework.

CO3: Understand the various contemporary business developments and their futuristic implications

COURSE CONTENTS

UNIT I

(08 Contact Hours)

Concept of Business Environment: Meaning, significance and characteristics of business, the interaction matrix of different environment factors, the process of environmental scanning (PESTEL analysis)

UNIT II

(10 Contact Hours)

Political Environment: Political systems (Authoritarian and Democratic) Functions of government (Legislative, executive, and judicial), Changing role of Government in context of business in India.

Legal Environment: Introduction to some important business laws (Competition Act etc.), Changing dimensions business laws and their impact on business.

UNIT III

(10 Contact Hours)

Economic Environment: Economic systems (Centrally planned, mixed and free market economy); The flow of economic activity Macro and micro economic environment in India. Monetary policy, fiscal policy and their impact on business. Major economic reforms in India.

UNIT IV

(10 Contact Hours)

Technological environment: Impact of technology on business organization, Growing importance of E-commerce and Unified Payments Interface (UPI), Technology as globalization tool Demographic, social and cultural environmental factors impacting business, Culture and values: Salient features of Indian culture and values and their implications for industrialization and economic growth; Development of business entrepreneurship in India; Social responsibility and Indian business.

UNIT V

(10 Contact Hours)

Government initiatives for promoting entrepreneurship and Startups, Significance of GST for business

Natural Environment: Economic Development and Pollution, Environmental friendly Technology, Ecological implications of technology and Sustainable Development.

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	10 Internal Assessment shall be awarded on students' work in the form of Case Study / Assignments / Presentations / Seminars, which shall be evaluated by the concerned faculty.

Reference Books

1. Paul, Justine, 'Business Environment: Text & Cases', Tata McGraw-Hill.
2. Cherunilam, Francis 'Business Environment: Text & Cases', Himalaya Publishing.
3. Shaikh Saleem 'Business Environment' Pearson.
4. Adhikari M 'Economic Environment of Business (Excel Books), 2000, 8th ed, Sultan Chand.
5. Ghosh, 'Economic Environment of Business', Vikas, 2004.
6. Morrison J, 'The International Business Environment' Palgrave, 2003.
7. Agarwal R, 'Business Environment', (Excel Books), 2002.
8. Bedi S K, 'Business Environment' (Excel Books), 2004.
9. George A and Steiner G A, 'Business, Government and Society', Macmillan.
10. Ashwathappa, 'Business Environment', Himalaya Publishing, 2006.
11. Kuppaswamy, B, 'Social Change in India', Vikas Publishing.
12. Kreps, 'Microeconomics for Managers', Norton, 2007.

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BUE1063			Fundamentals of Business Economics				Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
3	0	0	3	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE OUTCOMES

After successful completion of this course, students shall be able to;

CO1: Students will be able to think in the terms of a rational business economist.

CO2: Students will be able to solve firm's related questions in the field of business economics.

CO3: to appraise, understand and use information captured from different market indicators.

COURSE CONTENTS

UNIT I

Micro Economics and it's scope. Wants & scarcity, Functions of Economic system, Circular flow of economic activity – price determination and functions of prices-concept of margin, Economic Models, Methodology, Value judgment, Positive and normative analysis. (11 Contact Hours)

UNIT II

Market analysis-market demand and market supply-market equilibrium-adjustment to changes in demand and supply / static and dynamic analysis- comparative static analysis, Types of elasticity-price, income & cross elasticity. (11 Contact Hours)

UNIT III

Utility Analysis– Total and Marginal Utility – Cardinal & Ordinal Utility. Indifference Curves-Characteristics, MRS-Special Types of Indifference Curves, Consumer's Income. Budget Line-Changes in Income and Prices and Budget line, Consumer's choice, Utility Maximisation, The Changes in demand and Engel's Curve, Changes in Price Substitution Effect and Income Effect / Normal, Inferior and Giffen Goods, Revealed preference theory. (12 Contact Hours)

UNIT IV

Fundamental Theorem of Consumption Theory, Derivation of Demand Curve under Cardinal, Ordinal and Revealed Preference Theory, Production function –AP and MP Production with one variable input, Production with two variable inputs, Cost of Production, Nature of Production, Costs, Short run and Long run Costs. (12 Contact Hours)

UNIT V

Least cost input Combination, Expansion path, Introduction to Modern Cost Curves. Concepts of revenue. Price and output determination under different market structure. Price output decision under perfect competition, monopoly, discriminating monopoly, monopolistic competition, and oligopoly. (12 Contact Hours)

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Marks each + 1 Major of 50 Marks
	Internal Marks shall be awarded on students' work in the form of Case Study analysis/ quizzes / Reports / Presentations / Seminars/Assignments, which shall be evaluated by the concerned faculty.

Reference Books

1. Stigler G., 'Theory of Price', Prentice Hall of India, New Delhi, Latest Edition
2. Sen A. 'Microeconomics: Theory and Application', Oxford University Press, New Delhi, Latest Edition
3. Kreps David M., 'A Course in Microeconomic Theory', Princeton University Press, Princeton, Latest Edition
4. Verian H., 'Microeconomic Analysis', W.W Norton New York, Latest Edition
5. Koutsoyiannis, A., 'Modern Microeconomics', Macmillan Press, London, Latest Edition
6. Layard, P.R.G. and A.W. Walters., 'Microeconomic Theory', McGraw Hill, New York, Latest Edition
7. Ahuja H.L., 'Advanced Economic theory: Microeconomic Analysis', S. Chand and Co. Ltd. New Delhi, Latest Edition
8. Sen, A "Microeconomics: theory and Applications", Oxford University Press, New Delhi, Latest Edition

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BUE1431			Computerized Accounting - Tally				Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
4	0	0	4	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE OUTCOMES

After successful completion of this course, students shall be able to;

CO1: The participants will acquire skills and knowledge about the most commonly used accounting software Tally.

CO2: Aid in developing hands-on skills and experience in using the software and generating accounting reports useful for management decision making.

CO3: Increase employability of participants due to software knowledge.

COURSE CONTENTS

- Unit I (10 Contact Hours)
 Definition of Accounting, Principles of accounting, Types of accounts, Golden Rules of Accounting, Journals, Ledgers, Trial Balance, Balance Sheet, Profit and Loss Accounts.
- Unit II (10 Contact Hours)
 Setting up company information and configuration.
- Unit III (10 Contact Hours)
 Creating accounting masters in Tally - accounting groups, ledgers, maintaining charts of accounts, creating inventory masters in Tally- stock groups, stock items, units of measures.
- Unit IV (08 Contact Hours)
 Creating vouchers, voucher entries - accounting vouchers, inventory vouchers, order vouchers.
- Unit V (10 Contact Hours)
 Generating basic reports such as Trial balance, Trading and Profit & Loss Accounts, Balance Sheet, Cash books, Stock summary, scenario management.

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	Internal Assessment shall be awarded on students' work in the form of Case Study analysis/ quizzes / Reports / Presentations / Seminars/Assignments, which shall be evaluated by the concerned faculty. Hands-on sessions on a statistical software

Reference Books

1. 'Tally ERP9.0 in Simple Steps', Cogent Learning Solutions Inc.
2. Dr Namtra Agrawal, 'Comdex Tally ERP9.0 Course Kit'.
3. Ashok K Nadhani, 'Tally ERP9 Training Guide', 4th Revised Edition.

BUE1432			Financial Modeling with Excel				Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
4	0	0	4	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE OUTCOMES

After successful completion of this course, students shall be able to;

CO1: Have an understanding of basic concepts related to financial fundamentals.

CO2: Incorporation of excel activities with financial instruments.

CO3: Have basic knowledge about financial markets and data analysis.

COURSE CONTENTS

Unit 1

(10 Contact Hours)

Fundamental of Financial statements; Financial management- the relationship of finance to economics and accounting; financial analysis and planning-financial performance, break-even analysis and leverage, planning, and forecasting; financial valuation-time value of money, risk and return.

Unit 2

(10 Contact Hours)

Capital budgeting decisions- cash flows; NPV, IRR, and Payback period; capital structure and firm value; dividend policy; working capital management; linear programming decision production scheduling; relevant excel functionality

Unit 3

(10 Contact Hours)

Time series forecasting decisions- the type of forecasting models; forecasting methods; relevant excel functionality; data visualization with excel dashboards-PIVOT tables, VLOOKUP, GETPIVOTDATA

Unit 4

(10 Contact Hours)

Calculated fields in Pivot tables; troubleshooting: Pivot tables displaying duplicate values; time series forecast, linear prediction and date segmentation with no-code excel machine learning key features; regressions predictions

Unit 5

(08 Contact Hours)

Building integrated financial models; building a financial model by projecting balance sheets and profit and loss; monte carlo simulations; creation of balanced scorecards and operational dashboards with excel

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	Internal Assessment shall be awarded on students' work in the form of Case Study analysis/ quizzes / Reports / Presentations / Seminars/Assignments, which shall be evaluated by the concerned faculty. Hands-on sessions on a statistical software

Reference Books

1. Shmuel Oluwa, 'Hands-On Financial Modeling with Microsoft Excel 365 -: Build your own practical models for forecasting, valuation, trading, and growth analysis using Excel 365', Packt Publishing Ltd.
2. C J Benton, 'Excel Pivot Tables & Introduction To Dashboards The Step-By-Step Guide', CreateSpace Independent Publishing Platform
3. Ron Person, 'Balanced Scorecards and Operational Dashboards with Microsoft Excel', Wiley Publishing House.

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programme duration: First year (first two semesters) of the undergraduate programme, followed by an exit 10-credit bridge course(s) lasting two months, including at least 06-credit job-specific internship / apprenticeship that would help the graduates acquire job-ready competencies required to enter the workforce.

Course Structure for BBA 2022 Batch with Exit option after 1 Year

Following courses for Semester-1 and Semester-2 were finalized to be offered by School of Business to BBA 2022 Batch.

Semester & Nature of Course	Name of Course	Credit (L-T-P)	Course Codes
Semester-I			
Major or Discipline Specific Core (DSC)	Fundamentals of Management	4 Credits (4-0-0)	BUL1321
Minor or Discipline Specific Elective (DSE)	Business Mathematics and Statistics	4 Credits (4-0-0)	BUE1371
Multi-disciplinary (MD) (Open Elective) (MD-1)	Fundamentals of Marketing	3 Credits (3-0-0)	BUE1351
Ability Enhancement Courses (AEC) (Any 1) (AEC-1)	Modern Indian Language / English Language / Hindi Language / Communication Skills	3 Credits (3-0-0)	Code from Other Respective Schools
Skill Enhancement Courses (Any 1) (SEC-1)	Computer Applications	2 Credits (0-0-4)	---
	Presentation Skills	2 Credits (0-0-4)	BUP1381
	Personality Building	2 Credits (0-0-4)	BUP1382
	Modern Office Management	2 Credits (0-0-4)	BUP1383
	Financial Literacy and Banking	2 Credits (0-0-4)	BUP1384
Value Added Courses (Any 2) VAC-1 & VAC-2	Critical Thinking	2 Credits (0-0-4)	---
	Understanding India / Health and Wellness / Environmental Studies (EVS) / Sports and Fitness / Digital Technology / Yoga Education	2 Credits (2-0-0)	Code from Other Respective Schools

Semester & Nature of Course	Name of Course	Credit (L-T-P)	Course Code
Semester-II			
Major or Discipline Specific Core (DSC)	Introduction to Organizational Behavior	4 Credits (4-0-0)	BUL1322
Minor or Discipline Specific Elective (DSE)	Basics of Business Environment	4 Credits (4-0-0)	BUE1321
Multi-disciplinary (MD) (Open Elective) (MD-1)	Fundamentals of Business Economics	3 Credits (3-0-0)	BUE1063
Ability Enhancement Courses (AEC) (Any 1) (AEC-2)	Modern Indian Language / English Language / Hindi Language / Communication Skills	3 Credits (3-0-0)	Code from Other Respective Schools
Skill Enhancement Courses (Any 1) (SEC-2)	Computer Applications	2 Credits (0-0-4)	---
	Presentation Skills	2 Credits (0-0-4)	BUP1381
	Personality Building	2 Credits (0-0-4)	BUP1382
	Modern Office Management	2 Credits (0-0-4)	BUP1383
	Financial Literacy and Banking	2 Credits (0-0-4)	BUP1384
Value Added Courses (Any 2) VAC-3 & VAC-4	Critical Thinking	2 Credits (0-0-4)	---
	Understanding India / Sports and Fitness / Yoga Education / Health and Wellness / Environmental Studies (EVS) / Digital Technology	2 Credits (2-0-0)	Code from Other Respective Schools
Vocational Courses & Internship		10 Credits	
- Vocational Course (Any 1 from the list-1)		- 4 Credits	
- Internship		- 6 Credits	

The AAC, SoB recommends below mentioned vocational courses as a part of 10-credit bridge course to be opted by the student if he/she opts for exit option after the 1st year.

List-1

Nature of Course	Name of Course	Credit (L-T-P)	Course Code
Vocational Course	Computerized Accounting – Tally	4 Credits (4-0-0)	BUE1431
Vocational Course	Financial Modeling with Excel	4 Credits (4-0-0)	BUE1432

*Vocational Courses: As per NEP 2020, Five years Integrated Programs have multiple entry & multiple exit options. A student, who exits the course after one year of study, shall be provided with an Undergraduate Certificate (Field of study/discipline).

Dr.

Open Electives offered by SoB as per New Education Policy 2020

Nature of Course	Name of Course	Credit (L-T-P)	Year	Course Code
Open Elective	Creative Thinking	3 Credits (3-0-0)	2 nd Year	BUE2451
Open Elective	Industrial Psychology	3 Credits (3-0-0)	2 nd Year	BUE2452
Open Elective	Management Thinkers	3 Credits (3-0-0)	2 nd Year	BUE2453
Open Elective	Integrated Logistics Marketing	3 Credits (3-0-0)	3 rd Year	BUE3451
Open Elective	Trading in Indian Stock Market	3 Credits (3-0-0)	3 rd Year	BUE3452
Open Elective	Design Thinking	3 Credits (3-0-0)	3 rd Year	BUE3453

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**Five Year Integrated MBA (BBA (Honors) -MBA) with Exit Option and MBA Program
(2020-21 onwards)**

(17)

Duration
Total Credits

5 Years
148 + 102 = 250 Credits

BBA (Honors)

14 Core Discipline Courses of 6 credits each = 84 credits
4 Discipline Special Elective (Specialization Courses) of 6 credit each = 24 credits
4 Ability & Skill Enhancement of 4 credit each = 16 credits
3 Elective Course-Generic / Interdisciplinary of 6 credit each = 18 credits
1 Summer Training Report in lieu of 2 Generic / Interdisciplinary Elective Courses = 6 credits

Electives (E)

Specialization Streams = 3

Summer Training (T)

Total Number of Electives: 4 courses

Practical's (P)

Summer Training for 6-7 weeks that carries 6 credits. 100% Evaluated through panel of faculty members.

Students are trained on usage of different software's as part or as compulsory module during complete program.

MBA

13 Core Discipline Courses of 3 credits each = 39 credits
9 Ability Enhancement of 3 credit each = 27 credits
1 Ability Enhancement (Online Course on Self Study Basis) of 2 credit = 2 credits
4 Discipline Special Elective (Specialization Courses) of 3 credit each = 12 credits
2 Choice Based Credit System Discipline Special Elective (Specialization Courses) of 3 credits each = 6 credits
2 Viva Voce of 2 credits each = 4 credits
3 Skills Enhancement
2 Dissertation (I + II) of 2 credits and 4 credits each = 6 credits
1 Summer Training of 6 credits = 6 credits

Electives (E)

Specialization Streams = 3

Dissertation (D)

Total Number of Electives: 6 courses

Dissertation (D)-I

10% of marks evaluated by panel of faculty experts of SoB and evaluated on Synopsis

Dissertation (D)-II

30% of marks evaluated by faculty supervisor and 60% of marks evaluated by external expert (academic / industry) from related area on Final Report submitted and Presentation.

Summer Training (T)

Summer Training for 6-7 weeks that carries 6 credits. 100% Evaluated through panel of faculty members.

Practical's (P)

Students are trained on usage of different software's as part or as compulsory module during complete program.

Note: The Students of BBA (Honors) under Five Year Integrated MBA (BBA (Honors) - MBA) with Exit Option shall be undertaking the course structure of the MBA program of the School, subject to revision from time to time as per the updating and contemporary requirements of a MBA program.

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COURSE STRUCTURE

BBA (Honors)

Semester & Nature of Course	Name of Course	Credit (L-T-P)	Course Code
Semester-I			
Core Discipline	Business Mathematics and Statistics	6 Credits (4-2-0)	BUL1401
Core Discipline	Business Environment	6 Credits (4-2-0)	BUL1012
Core Discipline	Principles of Management	6 Credits (4-2-0)	BUL1261
Elective Course- Generic / Interdisciplinary (Any One from the List of Generic Elective / Interdisciplinary Courses)	-To be chosen from open elective of other schools offered during that time or from the list-	6 Credits (4-2-0)	
Semester-II			
Ability Enhancement - Compulsory	Computers and IT Skills	4 Credits (2-0-4)	BUL1411
Core Discipline	Business Economics	6 Credits (4-2-0)	BUL1062
Core Discipline	Financial Accounting for Decision Making	6 Credits (4-2-0)	BUL1271
Elective Course- Generic / Interdisciplinary (Any One from the List of Generic Elective / Interdisciplinary Courses)	-To be chosen from open elective of other schools offered during that time or from the list-	6 Credits (4-2-0)	
Semester-III			
Ability Enhancement - Compulsory	Environmental Studies	4 Credits (4-0-0)	BUL2131
Core Discipline	Fundamentals of Organizational Behavior	6 Credits (4-2-0)	BUL2261
Core Discipline	Cost and Management Accounting	6 Credits (4-2-0)	BUL2271
Core Discipline	Principles of Marketing	6 Credits (4-2-0)	BUL2251
Elective Course- Generic / Interdisciplinary (Any One from the List of Generic Elective / Interdisciplinary Courses)	-To be chosen from open elective of other schools offered during that time or from the list-	6 Credits (4-2-0)	
Semester-IV			
Ability Enhancement - Compulsory	Software Packages - I (R Programming)	4 Credits (2-0-4)	BUL2411
Core Discipline	Business Research Methods	6 Credits (4-2-0)	BUL2222
Core Discipline	Introduction to Human Resource Management	6 Credits (4-2-0)	BUL2262
Core Discipline	Introduction to Financial Management	6 Credits (4-2-0)	BUL2272
Core Discipline	Production and Operations Management	6 Credits (4-2-0)	BUL2281
Semester-V			
Core Discipline	Legal Aspects of Business	6 Credits (4-2-0)	BUL3281
Discipline Special Elective (Elective 1 st Paper)	----- To be chosen from list-----	6 Credits (4-2-0)	
Discipline Special Elective (Elective 2 nd Paper)	----- To be chosen from list-----	6 Credits (4-2-0)	
*Summer Training Report in lieu of 2 Generic/interdisciplinary elective courses	6 to 8 weeks of Summer Training completed by the students after IV semester followed by submission of Summer Training Report.	6 Credits	BUT3231
Semester-VI			
Ability Enhancement - Compulsory	Software Packages - II (Python)	4 Credits (2-0-4)	BUL3411
Core Discipline	Logistics Management	6 Credits (4-2-0)	BUL3291
Discipline Special Elective (Elective 3 rd Paper)	----- To be chosen from list-----	6 Credits (4-2-0)	
Discipline Special Elective (Elective 4 th Paper)	----- To be chosen from list-----	6 Credits (4-2-0)	

Completion of UG degree with exit option after BBA (Honors)

Discipline Special Elective

Marketing		HR	
Semester 5	Course Code	Semester 5	Course Code
Industrial Marketing	BUE3251	Compensation and Benefits	BUE3261
Principles of Sales Management	BUE3252	Employee Relations	BUE3262
Advertising and Public Relations	BUE3253	Labour Legislations	BUE3263
Tourism and Hospitality Marketing	BUE3254	Knowledge Management	BUE3264
Semester 6		Semester 6	
Principles of Retail Management	BUE3255	Employee Training and Development	BUE3265
International Marketing	BUE3256	HRD System and Strategies	BUE3266
e-Marketing	BUE3257	Employee Engagement	BUE3267
Customer Relationship Management	BUE3258	Employee Welfare and Social Security	BUE3268

Finance	
Semester 5	Course Code
Corporate Analysis and Valuation	BUE3271
Principles of Taxation	BUE3272
Financial Institutions and Markets	BUE3273
Investment Management	BUE3274
Semester 6	
Principles of Banking and Insurance	BUE3275
Financial Derivatives	BUE3276
Financial Statement Analysis	BUE3277
Fundamentals of International Finance	BUE3278

Note: Subject to minimum number of students opting the elective course and availability of faculty.

MBA Program / Five Year Integrated MBA (BBA (Honors) -MBA) with Exit Option and MBA Program

*Semester- I / VII			Course Code
Ability Enhancement – Compulsory	Business Communication	3 Credits (3-0-0)	BUL6017
Ability Enhancement – Compulsory	Statistical Methods for Management Decisions	3 Credits (3-0-0)	BUL6091
Ability Enhancement – Compulsory	Corporate Financial Reporting and Decision Making	3 Credits (3-0-0)	BUL6271
Core Discipline	Managerial Economics	3 Credits (3-0-0)	BUL6062
Core Discipline	Marketing Management	3 Credits (3-0-0)	BUL6034
Core Discipline	Organization Behavior	3 Credits (3-0-0)	BUL6021
Core Discipline	Digital Innovation Strategies	3 Credits (3-0-0)	BUL6411
Ability Enhancement – Compulsory	Online Course	2 Credits	BUS6311
	Viva Voce	2 Credits	BUC6301
Semester-II / VIII			
Ability Enhancement – Compulsory	Research Methodology Applications with SPSS	3 Credits (1-0-4)	BUL6093
Ability Enhancement – Compulsory	Marketing Decision Making	3 Credits (3-0-0)	BUL6033
Ability Enhancement – Compulsory	Managerial Accounting and Decision Making	3 Credits (3-0-0)	BUL6047
Ability Enhancement – Compulsory	Decision Models and Optimization	3 Credits (3-0-0)	BUL6092
Core Discipline	Management of Organizations	3 Credits (3-0-0)	BUL6023
Core Discipline	Digital and Social Media Marketing	3 Credits (3-0-0)	BUL6037
Core Discipline	Corporate Finance	3 Credits (3-0-0)	BUL6042
Core Discipline	Supply Chain Management	3 Credits (3-0-0)	BUL6051
	Viva Voce	2 Credits	BUC6302
Semester III / IX			
Ability Enhancement – Compulsory	Management Control System	3 Credits (3-0-0)	BUL7271
Ability Enhancement – Compulsory	Project Appraisal and Planning	3 Credits (3-0-0)	BUL7018
Core Discipline	Strategic Management	3 Credits (3-0-0)	BUL7011
Core Discipline	Managing Teams	3 Credits (3-0-0)	BUL7021
Discipline Special Elective (Elective 1 st Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Discipline Special Elective (Elective 2 nd Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Choice Based Credit System Discipline Elective (Elective 1 st Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Skill Enhancement – Compulsory	Summer Training	6 Credits	BUT7232
Skill Enhancement – Compulsory	Dissertation – I	2 Credits	BUD7233
Semester-IV / X			
Core Discipline	Entrepreneurship	3 Credits (3-0-0)	BUL7281
Core Discipline	Business Laws	3 Credits (3-0-0)	BUL7019
Core Discipline	Leadership Development	3 Credits (3-0-0)	BUL7261
Discipline Special Elective (Elective 3 rd Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Discipline Special Elective (Elective 4 th Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Choice Based Credit System Discipline Elective (Elective 2 nd Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Skill Enhancement – Compulsory	Dissertation – II	4 Credits	BUD7232

Note: Semester I means the semester I for MBA with lateral entry in MBA program as well as MBA program AY 2020-21 and Semester VII means semester VII for the students promoted in MBA program after successful completion of BBA (Hons.) under Five Year Integrated MBA (BBA (Honors) -MBA) with Exit Option

Discipline Special Elective & Choice Based Credit System Elective

Marketing		HR	
Semester 9	Course Code	Semester 9	Course Code
Consumer Behaviour	BUE7253	Understanding Workplaces and Industrial Psychology	BUE7264
Marketing Strategy	BUE7254	Power and Politics in Organizations	BUE7265
Choice Based Credit System		Choice Based Credit System	
Product and Brand Management	BUE7256	Negotiation Skills	BUE7266
Integrated Marketing Communication	BUE7257	Organization Change and Intervention Strategies	BUE7267
Semester 10		Semester 10	
Retail Marketing	BUE7251	Performance and Talent Management	BUE7263
Marketing of Services	BUE7038	Strategic Human Resource Management	BUE7026
Choice Based Credit		Choice Based Credit	
Rural Marketing	BUE7255	Competency Mapping and Assessment	BUE7261
Social Marketing	BUE7252	Cross-Cultural HRM	BUE7262

Finance	
Semester 9	Course Code
Corporate Tax Planning and Tax Management	BUE7274
Security Analysis and Portfolio Management	BUE7275
Choice Based Credit	
Global Macro Economy and Financial Crisis	BUE7276
Forensic Audit and Fraud Investigation	BUE7277
Semester 10	
Strategic Corporate Finance	BUE7271
Business Valuation, Mergers and Acquisitions	BUE7272
Choice Based Credit	
International Financial Management	BUE7071
Financial Derivatives and Risk Management	BUE7273

Note: Subject to minimum number of students opting the elective course and availability of faculty

Open Elective offered by School of Business

Courses	Credits (L-T-P)	Course Code
Financial Management for Engineers	3 Credits (3-0-0)	BUE2041
Basics of Marketing Management	3 Credits (3-0-0)	BUE2031
Leadership Development for Engineers	3 Credits (3-0-0)	BUE2021
Digital Marketing	3 Credits (3-0-0)	BUE2032
Entrepreneurship Development	3 Credits (3-0-0)	BUE2012

Note: Subject to minimum number of students opting the elective course and availability of faculty

Elective Course-Generic / Interdisciplinary offered by Other Schools in SMVDU

Year		Elective Course-Generic / Interdisciplinary
1	Semester 1	Discourse on Human Virtues
		Introduction to English Sound System
		Professional Ethics
	Semester 2	Morality in Indian Tradition
		Introduction to English Word Structure
		Know your Constitution
2	Semester 3	Meaning of Life
		Critical Thinking
		Analyzing Sentence Structure
		Language and Creativity
	Semester 4	Academic Writing & Composition

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BUE2452			Industrial Psychology				Pre Requisites			
L-T-P			C	Minor Duration	Major Duration	Internal Assessment	Co-requisites		Major Assessment	Total Assessment
L	T	S/P					Minor-I Assessment	Minor-II Assessment		
3	0	0	3	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE OUTCOMES

After successful completion of this course, students shall be able to:

CO1: Make student understand the origins of I-O Psychology and what I-O Psychologists do, role of psychologists in industry, growth and development of Industrial Psychology in India, problems related to industry and human factors affecting industry.

CO2: Understand the building blocks of a job and learn a methodology to study jobs, learn how the science of human behavior is used to select, develop, and manage employees, student should be able to grasp the practical situations and design the solutions for psychological problems.

CO3: Develop an understanding of how theory and research are applied to work settings, begin to think and write critically about I-O psychology theory, research, and application, begin to apply what you've learned about I-O psychology to your own and others' work, to be able to understand practical implications of motivation theories, job satisfaction and morale and new directions in leadership research globally.

COURSE CONTENTS

UNIT I

Introduction to Psychology in Industry, Organizational Psychology, Role of psychologist in Industry, human factors and Industry problems; psychological tests in Industries: their utility, reliability and validity. (10 Contact Hours)

UNIT II

Conceptual framework of attitudes: factors influencing development of attitudes, implications for organisations. (08 Contact Hours)

UNIT III

Psychographic factors involved in employee's job performance, psychological tests in Industries: their utility, reliability and validity, accidents at workplace. (10 Contact Hours)

UNIT IV

Employee morale, job satisfaction, practical implications of motivational theories, new directions in leadership research, emotional management. (10 Contact Hours)

UNIT V

Work environment: noise, illumination, colour, vibration etc., accidents at workplace, monotony, stress and fatigue and their impact on work psychology, stress management interventions. (10 Contact Hours)

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	Internal Assessment(10) for Assignment shall be awarded on students' work in the form of Case Study / Role Plays / Projects / Assignments/ Presentations / Seminars, which shall be evaluated by the concerned faculty

Reference Books:

1. Schultz & Schultz, 'Psychology & Work Today', Pearson Ed.
2. Muchinsky, 'Psychology Applied to Work', Thomson Wadsworth.
3. Coon & Mitterer, 'Introduction to Psychology: Gateways to Mind & Behavior', Thomson Wadsworth.
4. Kaplan & Saccuzzo, 'Psychological Testing- Principles, Applications & Issues', Thomson Wadsworth.

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BUE2453			Management Thinkers				Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
3	0	0	3	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE OUTCOMES

After successful completion of this course, students shall be able to:

CO1: Understand origin of Management in Indian Philosophy.

CO2: Learn the contribution of great thinkers of India in Management.

CO3: Develop their potential to propose new theories related to Indian corporate scenario.

COURSE CONTENTS

Unit 1

Management thinkers – concept. Contribution of management thinkers, Managers and Philosophy, Corporate philosophers, Creativity. Thinking in new boxes. Essence of change. Strategic Vision. Visual thinking. (10 Contact Hours)

Unit 2

Management lessons from Indian philosophy. Greatest management thinkers in India. (08 Contact Hours)

Unit 3

Indian Ethos and Management. Quality of work life and work ethics. Human values- Indian insight. Value-oriented Holistic Management. (10 Contact Hours)

Unit 4

Philosophy and models. Models in Psychology. Optical illusions. (10 Contact Hours)

Unit 5

Management theories. Applying Indian management theories at workplace. Comparison of Indian management techniques with prominent management techniques used worldwide. (10 Contact Hours)

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	Internal Assessment(10) for Assignment shall be awarded on students' work in the form of Case Study / Role Plays / Projects / Assignments/ Presentations / Seminars, which shall be evaluated by the concerned faculty

Reference Books:

1. Seema S. Singha and Sudhadeep Mukherjee, 'Indian Ethos, Ethics & Management', Eureka Publications
2. RadhaKrishnan Pillai, 'Corporate Chankaya', 10th Edition.
3. Ashish Janakray Dave and Sumanta Dutta, 'Business and Management Cases Based on Indian Ethos and Scriptures', Bharti Publications.
4. S. K. Bhatia. 'Business Ethics And Global Values (For Management Courses Focus On Indian Ethos, Ethics In Profession, Corporate Governance, MNCs Values)', Deep & Deep Publications.

BUE2451			Creative Thinking				Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
3	0	0	3	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE OUTCOMES

After successful completion of this course, students shall be able to:

CO1: Look at a problem with a fresh and distinct perspective developing their minds to look at things in a different way.

CO2: Develop unorthodox solutions to various problems which help in increasing the productivity.

CO3: Think in the way which clears the unwanted doubts and old habits allowing non-linear thinking.

COURSE CONTENTS

Unit 1 (08 Contact Hours)
Introduction to Creative Thinking - Meaning, Scope and Objectives, Principles of Creativity, Benefits and Applications of Creative Thinking, Personal Creativity, Measuring the creativity.

Unit 2 (10 Contact Hours)
The Creative Tools - Brainstorming: The integrated problem solving, Reverse Brainstorming: Forming the problem, The Kipling Method (5W1H), Lateral Thinking: Looking beyond the picture, Picture Association.

Unit 3 (10 Contact Hours)
Morphological Analysis - Introduction to morphological analysis, How to use this tool, Principles of morphological analysis, Applying the technique.

Unit 4 (10 Contact Hours)
Harnessing the forces around you- Power of Networking, Self-marketing, Spreading your ideas, Taking feedbacks, Creating systems for accountability.

Unit 5 (10 Contact Hours)
Keeping the Creative Thinking Productive- Watching, Listening and Reading, Curiosity and Writing, Pause and analyze yourself. Sleep on the problem to start afresh, Creativity Canvas, Successful creative careers.

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment	
	Internal Assessment (10) for Assignment shall be awarded on students' work in the form of Case Study / Role Plays / Projects / Assignments/ Presentations / Seminars, which shall be evaluated by the concerned faculty	

Reference Books:

1. Scott Belsky, 'Making Ideas Happen: Overcoming the Obstacles between Vision and Reality', Penguin Publishing Group, 2010.
2. John Eric Adair, 'The Art of Creative Thinking: How to be Innovative and Develop Great Ideas', Kogan Page, 2009.
3. Michael Michalko, 'Creative Thinkering: Putting your Imagination to Work', New World Library, 2011.
4. Alex Gore, Cayko Lance, 'The Creative Code: The Power of Visual Thinking', Alexander K Gore, 2016.
5. B. Jeffrey Madoff, 'Creative Careers: Making a Living with your Ideas', Hachette Books, 2020.
6. Chris Griffiths, Melina Costi, 'The Creative Thinking Handbook: Your Step-by-Step Guide to Problem Solving in Business', Kogan Page, 2019.

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BUE3451			Integrated Logistics Marketing				Pre Requisites			
L-T-P			C	Co-requisites						
L	T	S/P		Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
3	0	0	3	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE OUTCOMES

After the successful completion of course the students would be able to:

CO1: Gain knowledge of logistics processes to manage global and local marketing issues.

CO2: Take decisions to increase customer service levels and decrease distribution cost.

CO3: Discuss best marketing cases to critically evaluate the impact of logistics costs.

COURSE CONTENTS

Unit 1 (08 Contact Hours)

Introduction- Changing Marketing Environment, Customer Experience, Marketing Advantage, Marketing Channels.

Unit 2 (10 Contact Hours)

Value Services - Customer Centricity, Value Delivery, Serving Costs, Order Promising, Product Variants and Visualization.

Unit 3 (10 Contact Hours)

Competitive Logistics Strategies - Cycle Management, Lead Time Reduction, Defect Rate Reduction, Identifying Value/Non-value Added Processes.

Unit 4 (10 Contact Hours)

Managing Marketing Logistics- Demand-driven Supply Chains, Mass Individualization, Postponement, Real time Insights, Product Compliance.

Unit 5 (10 Contact Hours)

Intelligent Marketing Logistics- Intelligent Technologies, Prescriptive Analysis, Internet of Things, Cloud Platform.

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	Internal Assessment(10) for Assignment shall be awarded on students' work in the form of Case Study / Role Plays / Projects / Assignments/ Presentations / Seminars, which shall be evaluated by the concerned faculty

Reference Books:

1. Martin Christopher and Helen Peck, 'Marketing', Routledge.
2. Robert Mason, Barry Evans, 'Marketing and Logistics led Organizations', Kogan Page.
3. Julian Dent and Michael White, 'Sales and Marketing Channels: How to Build and Manage Distribution Strategy', Kogan Page.

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BUE3452			Trading in the Indian Stock Market				Pre Requisites			
L-T-P			C	Co-requisites						
L	T	S/P		Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
3	0	0	3	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE OUTCOMES

After successful completion of this course, students shall be able to:

CO1: Have an understanding of basic concepts related to savings and investment.

CO2: Appreciate banking activities and insurance products.

CO3: Have basic knowledge about financial markets.

COURSE CONTENTS

Unit 1

Identify the existence of the stock market, make money in the stock market, factors of losing money in the stock market, type of risk of investing in stocks, Bull and bearish trends in the stock market, and the difference between investing and trading, enter and exist in stock market-case studies (10 Contact Hours)

Unit 2

Basic rules of investing in the stock market, mapping them with sector performance, mapping company alignment with sector growth. Business tools- SWOT analysis and porter's five forces, fundamental analysis, reading financial statements, profit and loss statements, balance sheets, cash flow statements, and financial ratios. (10 Contact Hours)

Unit 3

Technical Analysis: Meaning, advantages, Fundamental Vs. Technical Chart Analysis: Charts, Formation, Different time frames, and various kinds of charts (8 Contact Hours)

Unit 4

Candle Sticks & Bars: Introduction, Various Patterns, Support & Resistance: Meaning, The psychology behind the Establishment, Trend Lines: Use & importance, Factors affecting trend lines (10 Contact Hours)

Unit 5

Pivot Point, Fibonacci Retracement & Projection, Chart Pattern, Indicators & Overlays: Moving Average, Simple Moving Average, Exponential Moving, Average, Weighted Moving Average, Average True Range Oscillators (10 Contact Hours)

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	10 Internal Assessment shall be awarded on students' work in the form of Case Study / Assignments / Presentations / Seminars, which shall be evaluated by the concerned faculty.

Reference Books:

1. Richard Schabacker, 'Technical Analysis and Stock Market', Harriman House.
2. Clifford J Sherry, Jason W Sherry, John Sweeney, 'The Mathematics of Technical Analysis: Applying Statistics to Trading Stocks, Options and Futures', iUniverse.
3. Robert D. Edwards, John Magee, W.H.C. Bassetti, 'Technical Analysis of Stock Trends, CRC Press.

BUE3453			Design Thinking				Pre Requisites			
L-T-P			C	Minor Duration	Major Duration	Internal Assessment	Co-requisites		Major Assessment	Total Assessment
L	T	S/P					Minor-I Assessment	Minor-II Assessment		
3	0	0	3	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE OUTCOMES

After successful completion of this course, students shall be able to:

CO1: Understand the importance of design thinking as a tool for innovation.

CO2: Observe and obtain the information to understand the challenges.

CO3: Apply the principles of empathy, ethics, prototyping and social connections.

COURSE CONTENTS

Unit 1

Introduction to Design Thinking: What is design thinking, When to use it. Fundamental attitudes, How to prepare yourself for innovative thinking (exercises and activities), Clarity of Objectives, Embracing Human-centred designs, Overcoming Cognitive fixedness, Breaking assumptions, Adopting the Mindset, Empathy, Ambiguity, Understanding the process, Inspiring stories/case studies (8 Contact Hours)

Unit 2

Design Process: Understanding Cognitive, Strategic and Practical aspects. Stages of Design Thinking, Design Challenge, Team dynamics, Target customer/audience, Probing tools, Systematic Inventive Thinking tool, Creating Empathy Maps. (10 Contact Hours)

Unit 3

Ideation: Exercises and Activities for Ideation – Brainstorming, Brain walking, Mind mapping, Sketchstorming, Bodystorming, SCAMPER tool, Six Thinking Hats, Creating persona Grid. (10 Contact Hours)

Unit 4

Implementation: Preparing Business Model Canvas, Creating Solutions, Prototyping, Risk reduction, Testing, Intellectual property/patent filing, Collaboration dynamics, Funding strategy, Sustainable revenue generation. (10 Contact Hours)

Unit 5

Skills required along with Design Thinking, Application of Design Thinking in various sectors and in resolving personal, business, social and environmental issues. Success stories of organizations using Design Thinking. (10 Contact Hours)

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	10 Internal Assessment shall be awarded on students' work in the form of Case Study / Assignments / Presentations / Seminars, which shall be evaluated by the concerned faculty.

Reference Books:

1. Pavan Soni, 'Design Your Thinking', Penguin, 2020
2. Tim Brown, Clayton M. Christensen, Indra Nooyi, Vijay Govindarajan, 'HBR's 10 Must Reads on Design Thinking', Harvard Business Review Press, 2020
3. Jeanne Liedtka, Andrew King, Kevin Bennett 'Solving Problems with Design Thinking: Ten Stories of What Works' by (Audible Audiobook)

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List of Approved Pre-Ph.D. Courses
(Presented in BoS on 31-10-2022 for Change of Course Codes)

S. No.	Compulsory Subjects	Old Course Code	New Course Code	Remarks
1	Research Methodology	BUL8223	BUL9221	LTP 4-0-0, Credit 4 is defined
2	Minor Project	BUD8011	BUD9231	Credit 2 is also defined
3	Research and Publication Ethics	BUL8012	PCL9136	New Code is from School of Philosophy and Culture, 2 credits, LTP 2-0-0
S. No.	Elective Subjects	Old Course Code	New Course Code	Remarks
4	Business Environment	BUL8011	BUE9012	LTP 3-0-0, Credit 3 is defined
5	Statistical Methods for Mgmt. Decision	BUL8091	BUE9091	LTP 3-0-0, Credit 3 is defined
6	Strategic Management	BUL9011	BUE9013	Existing Code is of "Business Environment" with examination wing. LTP 3-0-0, Credit 3 is defined
7	Entrepreneurship Development	BUL9012	BUE9014	LTP 3-0-0, Credit 3 is defined
8	Entrepreneurship	BUE9015	--	LTP 3-0-0, Credit 3 is defined
9	Strategy & Sustainability	BUE9011	--	LTP 3-0-0, Credit 3 remain unchanged
10	Business Turnaround and Organizational Transformation	BUE9020	BUE9026	Course code changed as subject is already available with examination wing on the new code given. LTP 3-0-0, Credit 3 is now defined
11	Strategic HRM	BUE9026	BUE9261	Allotted a new code as code belongs to subject at S. No. 9. Subject does not exist with examination wing. LTP 3-0-0, Credit 3 is defined
12	Understanding Workplaces and Industrial Psychology	BUE9027	--	LTP 3-0-0, Credit 3 remain unchanged
13	Performance and Talent Management	BUE9029	--	LTP 3-0-0, Credit 3 remain unchanged
14	Managing Teams	BUL9021	BUE9265	Subject does not exist with examination wing. LTP 3-0-0, Credit 3 is defined
15	Human Resource Management	BUL9022	BUE9264	LTP 3-0-0, Credit 3 is defined
16	Behavioral Perspective of Managing Human Resources	BUE9262	--	Subject does not exist with examination wing. LTP 3-0-0, Credit 3 is defined
17	Advanced Human Resource Management	BUE9263	--	Subject does not exist with examination wing. LTP 3-0-0, Credit 3 is defined
18	Advertising and Branding	BUE9031	--	LTP 3-0-0, Credit 3 is defined
19	Consumer Behavior	BUE9036	--	Subject does not exist with examination wing. LTP 3-0-0, Credit 3 is defined
20	Marketing Strategy	BUE8037	BUE9037	LTP 3-0-0, Credit 3 is defined
21	Basics of Marketing Management	BUL8032	BUE9038	Name of the subject is not correct at existing code, available with

				examination wing. It is "Basics of Marketing". So new code is given. LTP 3-0-0, Credit 3 is defined
22	Marketing Decision Making	BUL8033	BUE9039	Existing Code belongs to "Marketing and Supply Chain" in examination wing. So, a new code is allotted. LTP 3-0-0, Credit 3 is defined
23	Marketing Models	BUL8031	BUE9251	Subject does not exist with examination wing. LTP 3-0-0, Credit 3 is defined
24	Advanced Retail Marketing	BUL8034	BUE9252	Subject does not exist with examination wing. LTP 3-0-0, Credit 3 is defined
25	Destination Marketing	BUE9033	--	Subject does not exist with examination wing. LTP 3-0-0, Credit 3 is defined
26	Content Marketing	BUE9032	--	Subject does not exist with examination wing. LTP 3-0-0, Credit 3 is defined
27	Disruptive Marketing	BUE9034	--	Subject does not exist with examination wing. LTP 3-0-0, Credit 3 is defined
28	Management of Healthcare Services	BUE9035	--	Subject does not exist with examination wing. LTP 3-0-0, Credit 3 is defined
29	Business Valuation Mergers & Acquisitions	BUE9046	--	LTP 3-0-0, Credit 3 remain unchanged
30	Advanced Financial Management	BUE9041	BUE9045	Existing Code is of "Business Valuation Merger & Acquisition" Subject does not exist with examination wing. So, a new code is allotted. LTP 3-0-0, Credit 3 is defined
31	Security Analysis and Portfolio Management	BUE9043	--	LTP 3-0-0, Credit 3 is defined
32	Financial Derivatives and Risk Management	BUE9044	--	Subject does not exist with examination wing. LTP 3-0-0, Credit 3 is defined
33	Financial Statement Analysis	BUE9047	--	LTP 3-0-0, Credit 3 remain unchanged
34	Financial Analysis and Reporting	BUL8043	BUE9042	The subject is available in examination wing with BUE8043 instead of BUL8043. So, a new code is allotted. LTP 3-0-0, Credit 3 is defined
35	Financial Management	BUL8044	BUE9271	LTP 3-0-0, Credit 3 is defined
36	Financial Engineering	BUL8045	BUE9272	Subject does not exist with examination wing. LTP 3-0-0, Credit 3 is defined
37	Behavioral Finance	BUL8041	BUE9048	Subject does not exist with examination wing. LTP 3-0-0, Credit 3 is defined
38	Micro Finance	BUL8042	BUE9049	LTP 3-0-0, Credit 3 is defined
39	Forensic Audit and Fraud Investigations	BUE8274	BUE9273	Subject does not exist with examination wing. LTP 3-0-0, Credit 3 is defined
40	Supply Chain Management	BUL8051	BUE9052	LTP 3-0-0, Credit 3 is defined



41	Integrated Logistics Marketing	BUE9051	--	Subject does not exist with examination wing. LTP 3-0-0, Credit 3 is defined
42	Relationship and Supplier Management	BUE9053	--	LTP 3-0-0, Credit 3 is defined
43	Research Methodology-II	BUL8222	BUE9221	LTP 3-0-0, Credit 3 is defined
44	Econometrics Method for Research	BUL8224	BUE9191	LTP 3-0-0, Credit 3 is defined
45	HR Analytics	BUE9242	BUE9241	Subject does not exist with examination wing. LTP 3-0-0, Credit 3 is defined

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